

THE INTERNATIONAL OLYMPIC COMMITTEE

Sydney 2000



MARKETING REPORT
GAMES OF THE XXVII OLYMPIAD



LETTERS LETTERS



JUAN ANTONIO SAMARANCH

IOC President

I BELIEVE THAT EVERY ACT OF SUPPORT FOR THE OLYMPIC MOVEMENT PROMOTES PEACE, FRIENDSHIP AND SOLIDARITY among the youth of the world. Never before has this been seen more clearly than at the Games of the XXVII Olympiad in Sydney in 2000, the best Olympic Games ever, where the athletes from South and North Korea marched together wearing the same uniform behind the flag of the Korean peninsula.

Throughout my Presidency, the Olympic Games have grown to include more sports, more National Olympic Committees and more athletes with an Olympic dream and the joy of participation, in a spirit of goodwill and fair play.

The partnership between the Olympic Movement and the international business community has contributed significantly to these achievements by providing the stage for athletes from all countries to compete in the Olympic Games and by helping to make them the world's greatest event.

This document is testimony to the excellence of the Sydney 2000 Olympiad, to the success that our Olympic partners, sponsors and broadcasters enjoy through their Olympic association, and to the contribution that they have made to the achievements of the Olympic Movement.

A handwritten signature in dark ink, appearing to read 'Juan Antonio Samaranch'. The signature is stylized with a large, prominent 'J' and 'S'.



RICHARD W. POUND

Chairman, IOC Marketing Commission

OLYMPIC MARKETING SEEKS TO ENSURE THE FUTURE OF SPORT BY CONTRIBUTING TO OLYMPIC ATHLETES FROM EVERY NATION and by providing for the staging of the Olympic Games. Olympic marketing also seeks to preserve the special character of the Olympic Games, to protect and promote the Olympic ideals throughout the world and to enhance the Olympic Image. Never before have these goals been met more successfully than in the Sydney 2000 Olympic Games.

Throughout its history, the Olympic Movement has depended on partnership with the business community to stage the Olympic Games and to support the Olympic athletes. Today, marketing partners are an intrinsic part of the Olympic Family. Olympic marketing supports each of the ten thousand athletes who compete in the Olympic Games and provides the necessary technology, expertise, logistics and personnel to create the highly complex infrastructure for the staging of the Games.

The Olympic Movement provides unparalleled returns on the partnership investment. The Games provides a marketing platform that is based on ideals and values that are shared by many corporations, and the Games provides unparalleled opportunities for sales, showcasing, internal rewards and community outreach.

From the memorable moments and achievements on the fields of play to the triumph of peace and goodwill, the Sydney 2000 Olympic Games set a course for the future of the Olympic Movement at the dawn of the new millennium. Sydney 2000, the greatest Olympic Games in history, stands now in our collective memory as a tribute the most successful marketing effort that the world has ever seen.

This document records the unprecedented success of the Sydney 2000 marketing effort, which now provides a benchmark for the future of the Olympic Games and the Olympic Movement. On behalf of the Olympic Movement, we would like to express our gratitude to our partners in the business community for making Sydney 2000 such a triumph.

A handwritten signature in dark ink, reading "Richard W. Pound". The signature is fluid and cursive, with a long horizontal stroke extending to the right.







MICHAEL R. PAYNE

IOC Marketing Director

THE SYDNEY 2000 MARKETING EFFORT ESTABLISHED A NEW STANDARD FOR THE OLYMPIC GAMES.

In 2000, the Olympic Games became the most watched sports event ever, with more than 3.7 billion viewers across 220 countries tuning in to watch more than 3,500 hours of coverage produced by the host broadcaster over the 17 days of competition. Never before have the Olympic venues been so full, with 92.4 percent of all seats being sold as Australian and international sports fans turned out to cheer on 10,651 athletes from 199 countries across 28 sports.

Partners and sponsors provided a new level of support to the Olympic Games, providing their latest technology and expertise to help stage the world's largest and most complex event. Partners rose to the challenge to make Sydney 2000 the Athletes' Games, introducing new programmes to support the Olympic athletes. Partners also established new and innovative programmes to enhance the spectators' experience of the Games. The marketing programmes were presented with a new focus on promoting and enhancing the Olympic spirit, in a commercially controlled, ambush-free environment. The programmes also went on to establish a new reference point for supporting educational initiatives for children as well as support for the natural environment.

The success of the Olympic marketing programmes provided a greater level of support than ever before to the Games and the athletes of the world. For the first time, all National Olympic Committees were provided with free travel and accommodations in the Olympic Village. The Organising Committee more than doubled the target revenue foreseen under its bid budget, and Australian sport received a great legacy to finance future generations of athletes.

This document presents a comprehensive overview of the breadth and quality of the programmes developed by the Olympic partners in support of the Olympic ideal, the partners' reasons for supporting the Olympic ideal, and the return that partners earned on their Olympic investments.

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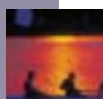
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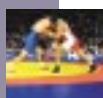
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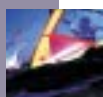
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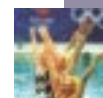
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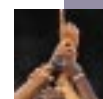
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SECTION SEVEN

THE SYDNEY 2000
OLYMPIC GAMES



The Greatest Olympic Games in History

FROM THE MOMENT THE OLYMPIC FLAME ARRIVED IN AUSTRALIA UNTIL THE MORNING AFTER A RIVER OF LIGHTNING illuminated the sky above the Harbour Bridge at the Closing Ceremony, the Olympic Games had a profound effect on the people of Australia, on visitors to Sydney and on people around the world.

Never before has a city embraced the hosting of the Olympic Games so fully, nor has an entire nation taken the Olympic Games to heart so dearly. Australia's children were granted a holiday from school, and many men and women took holiday from work so that all could celebrate the Olympic Games together.

"I invite you to suggest a more successful event anywhere in the peacetime history of mankind."

– *The Times (United Kingdom)*

The Fundamental Principles of Olympism

The activity of the Olympic Movement is permanent and universal. It reaches its peak with the bringing together of the athletes of the world at the great sport festival, the Olympic Games.

— The Olympic Charter



"Australia has evolved from an unknown continent just a little over two centuries ago to a booming, confident nation."

— *The Globe & Mail (Canada)*

The City of Sydney and all of Australia hosted the world at the Sydney 2000 Olympic Games.

Australia welcomed the world with more than forty-five thousand volunteers, more than twelve thousand performers at the Opening Ceremony and something for everyone in one of the world's most captivating cities.

While Sydney hosted the world, Sydney 2000 never lost sight of its original vision: to honour the Olympic athletes, to share their Olympic dreams and to rejoice in their efforts.

"For this great sporting nation, the Olympic Games are the road to recognition in the eyes of the world. An event both historic and popular."

— *L'Equipe (France)*

"Welcome to the world."

— IOC President, Juan Antonio Samaranch, greeting the Olympic athletes at the Sydney 2000 Opening Ceremony



More than ten thousand athletes travelled to Australia from an unprecedented 199 countries and territories to compete in a record twenty-eight sports at an event that was themed the "Athletes' Games". For the first time, free travel and lodging were provided for every Olympic athlete. The venues and training facilities were the best the world had ever seen. Olympic athletes took home from the Olympic Games a total of 928 medals — 301 gold, 299 silver and 328 bronze.



At Sydney 2000, 92% of Olympic athletes agreed that "the Olympic Games is an experience of a lifetime".

The athletes drew spectators like never before. As the excitement grew in the days before the Opening Ceremony, Sydney's streets were lined with hopeful last-minute fans, waiting eagerly in queues for Olympic Games tickets. Rarely were any seats left vacant as capacity crowds gathered day and night in the 110,000-seat Stadium Australia and other venues throughout the city.



SPECTATORS PURCHASED 6.7 MILLION SYDNEY 2000 OLYMPIC GAMES TICKETS, MORE THAN 92.4 PERCENT OF THE AVAILABILITY.



Sydney 2000 spectators purchased a total of 6.7 million Olympic Games tickets, more than 92.4 percent of the available ticket pool, breaking the previous record of 82.3 percent that had been set in Atlanta. More than four and a half million fans passed through the gates at Sydney Olympic Park to witness the seventeen days and nights of the Olympic Games. And for the first time at the Olympic Games, thousands of international visitors, Australians and Sydney-siders shared in the excitement at Olympics Live sites throughout the city of Sydney from morning 'til night.

The magnitude of the Olympic Games is difficult to realise. The reach of Sydney 2000 is difficult to conceive. Imagine: 3.7 billion television viewers. Nearly every person in the world who had access to television stopped for at least a moment during those seventeen days to tune in to the Sydney 2000 Olympic Games. This marked an increase of 600 million viewers over Atlanta 1996.



At Sydney 2000, 79% of Olympic spectators surveyed agreed that "the Olympics represent the very best of sport".

"One way to look at the Olympic Games is that they offer a unique opportunity for many people to observe in a natural way what is going on elsewhere in the world."

— *Asahi Shinbum (Japan)*

The Significance of Sydney 2000

THE OLYMPIC GAMES HAVE BROUGHT THE WORLD TOGETHER SINCE ANCIENT TIMES, when warring city-states would unite in a sacred truce while the Games were contested. The Sydney 2000 Olympic Games upheld that spirit, as the world's athletes transcended political strife, brought cultural issues to light and widened our scope of the world.

Embraced by a circle of flame and a shower of water, a lone woman embodied so many long-awaited moments at once: The arrival of equity between men and women in sport, the reconciliation between two peoples sharing one island, the pride of an entire nation and the commencement of the greatest Olympic Games in history.

"Though they were always supposed to be known as the Athletes' Games, the abiding memory will be of the good humour, spirit of sportsmanship and general sense of inclusiveness which has been in evidence among the people of many nations, not just Australians, who came to watch. We were part of a rare elixir of the celebration of the human spirit."

— *The Sydney Morning Herald (Australia)*



"Cathy Freeman took the torch at the end of a long relay of Australian Olympic heroines, paused, grinned, gave a shy wave to the crowd, and climbed the steps into history."

— *National Post (Canada)*



"This Olympic Games opened Friday evening in Sydney to an unforgettable panoply of sight and sound ... the thunderous applause for a Korean team entering as one, another symbol of reconciliation for a nation bitterly divided."

— National Post (Canada)

"We will show the world that we are free."

— Elisio Verdial Dos Santos, member of the East Timor delegation, Sydney 2000

Although a bitter war between the Republic of Korea and the Democratic People's Republic of Korea ended without a peace treaty nearly a half-century ago, athletes from North and South marched together in Sydney under the flag of the Korean Peninsula, a symbol of unification. Although they would compete as separate nations, the joint delegations walked side-by-side for the first time in Olympic history, transcending strife and embodying the Olympic ideals of unity and peace.

Four white-clad men and women marched behind the Olympic flag into Stadium Australia on a cool Friday evening in September. The crowd roared as these four athletes from a place called East Timor silently reminded the world that the spirit of Olympism thrives in a land with no flag to call its own.



"I just want to participate.... We still have the spirit to compete."

— Gida Amaral of East Timor, Olympic long distance runner

The Fundamental Principles of Olympism

The practise of sport is a human right. Every individual must have the possibility of practising sport in accordance with his or her needs.

— The Olympic Charter

The Athletes' Games

THE STORY OF THE OLYMPIC GAMES IS THE STORY OF THE ATHLETES. AT THE SYDNEY 2000 Olympic Games, the athletes taught us to celebrate humanity.

Cathy Freeman sat alone on the track beyond the finish line, beneath a ceiling of darkening grey sky, after triumphing in the women's 400-metre. One by one her adversaries congratulated her with a touch of the hand or whispered praise in her ear. Finally, Freeman rose to her feet again, asked permission to embrace the crowd, and ran to accept an Australian flag and an Aboriginal flag from spectators. She proudly waved both in a victory lap that was seen as reconciliation for all Australians.



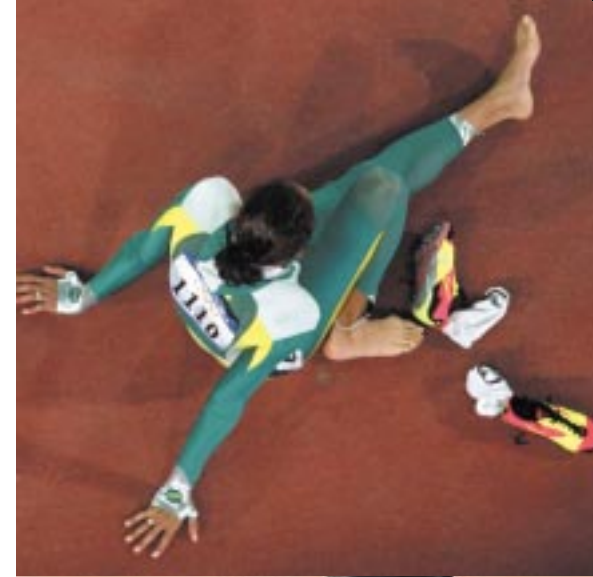
At Sydney 2000, 93% of respondents to the survey of Olympic athletes agreed that "the Olympic Games is special because the whole world competes".

"She's the champion, the people's champion — and she's running for us", said Isabelle Coe, a spokeswoman for Aborigine activists.

— *The Independent (United Kingdom)*

"The Olympic ideals of peace, fraternity and noble contest resonated throughout the world. ... As in previous Games, this millennium's first Olympiad attracted the attention of countless people worldwide, again proving that the Olympics are the world's supreme sports festival."

— *The Korea Herald*





An Olympic champion for life

When Great Britain's coxless four crew triumphed in Sydney 2000, 38-year-old rower Steve Redgrave became the first endurance athlete in history to win a gold medal in five consecutive Olympic Games.

"The biggest event is the Olympic Games. Nothing comes close to it. When I won my first Olympic gold medal in '84, Richard Burnell, one of the last Olympic gold medalists for Great Britain, in 1948, came up to me and said, 'You're world champion for one year. You're Olympic champion for life.' And that really does sum it up."

— Steve Redgrave



Following a dream

When violence erupted in East Timor in 1999, 30-year-old Timorese boxer Victor Ramos — marked for death — fled with his wife and two young sons into the mountains, where the four survived for one month on wild fruits and vegetables and a sack of rice. After the conflict subsided, Ramos and his family returned to find that their home had been looted and burned to the ground.



Though Ramos thought his Olympic dream to be likewise destroyed, he carried on. Each morning, roused by the cry of his rooster, he jogged to the gymnasium where he first learned to box — now a gutted, rubble-strewn and incinerated ruin with no roof or windows. And each morning, Ramos then scraped a makeshift ring in the gravel street outside and began to train. His dream came true in Sydney.



The World's Impression of Sydney 2000

THEY ARRIVED IN SYDNEY BY THE THOUSANDS TO DOCUMENT THE OLYMPIC GAMES.

Sydney 2000 attracted more than 24,000 members of the media to Australia — the largest press and broadcast gathering ever, double that of the 1992 Olympic Games in Barcelona.

"In years to come, we will be able to look at the video tapes and photographs we took of the 2000 Olympics...and we will smile as we remember these golden days. But nothing, nothing at all, could ever equal the thrill of being here....The Sydney Games have belonged to the people."

— The Sydney Morning Herald (Australia)

"The Games had the privilege of being celebrated in Sydney. It was a splendid rendition, with undeniable benefits for the sporting world. The Australian energy ended up contagious in every manner. The organisation was exemplary and the attendance massive. The public was enthusiastic and respectful, happy to take part in the most important sporting event on the planet."

— El Pais (Spain)



"The unmitigated success of the Sydney Games came at a most opportune moment. It has restored faith in the relevance of the Olympics."

— *International Herald Tribune*

"The Sydney Games showed that the Olympics can still get done, can still be fun and can provide — perhaps more than any platform — incredibly potent symbolic opportunities to bring people together."

— *Los Angeles Times (United States)*

Called to Australia to send stories and images back to all points of the globe, this incredible media representation proved that the Olympic Games is unparalleled in the global interest that it generates and in its power to bring the world together.

More than 4,800 accredited print journalists and more than 1,100 accredited photographers worked day and night from the Main Press Centre in Sydney Olympic Park. More than 3,000 non-accredited journalists registered at the media centre at Sydney's Darling Harbour. The media testified to the significance and the magnitude of the Sydney 2000 Olympic Games with the stories and images that they sent throughout the world.

The Sydney 2000 Olympic Games Broadcast

The Largest Television Broadcast Operation in History

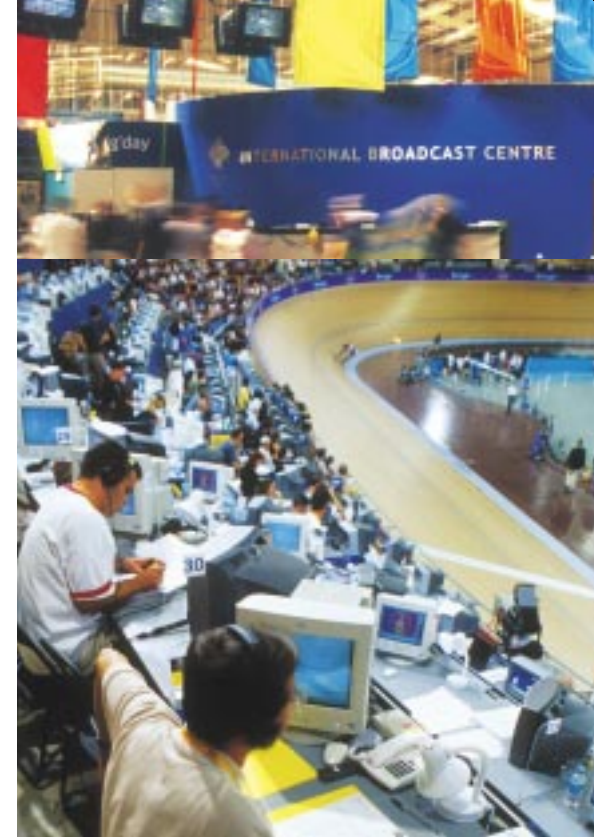
THE SYDNEY OLYMPIC BROADCAST ORGANISATION PROVIDED AN UNPRECEDENTED broadcast feed of 3,500 hours of Olympic action, covering more than 300 competition and ceremonial events. More than 12,000 television network personnel from around the world were headquartered in the 70,000 square-metre International Broadcast Centre in Sydney, using the broadcast feed to deliver hundreds of hours of Olympic Games coverage to their home countries.



BROADCAST IMAGES OF THE SYDNEY 2000 OLYMPIC GAMES ULTIMATELY REACHED 3.7 BILLION VIEWERS IN A RECORD 220 COUNTRIES.



In Sydney, 95% of Olympic spectators surveyed stated that they watched the Olympic Games on television. As much as 47% said that they watched three or more hours a day, which is the equivalent of a minimum of 51 hours during the Olympic Games.



"G'day to the world. With that typically exuberant greeting, Australia launches the first Olympics of the new millennium on Friday. Almost everyone on the planet with a television will be tuned in to the extravaganza — a staggering 3.7 billion viewers are expected to watch."

— Times of India (India)



"The success of the Olympic Games in Sydney is clear. These record-breaking results are a strong indicator of the worldwide exposure afforded to the Olympics and shows the importance of this sporting event to billions of fans in every part of the globe."

— Richard W. Pound, Chairman,
IOC Marketing Commission

The Sydney 2000 Olympic Games Broadcast Sets Global Television Record

The Sydney 2000 Olympic Games now stand as the most watched sport event ever. More than 3.7 billion people tuned in to watch, representing a twenty-percent increase over the 1996 Atlanta Olympic Games four years before. Sydney 2000 was broadcast in 220 countries and generated more than 36.1 billion television viewing hours.*

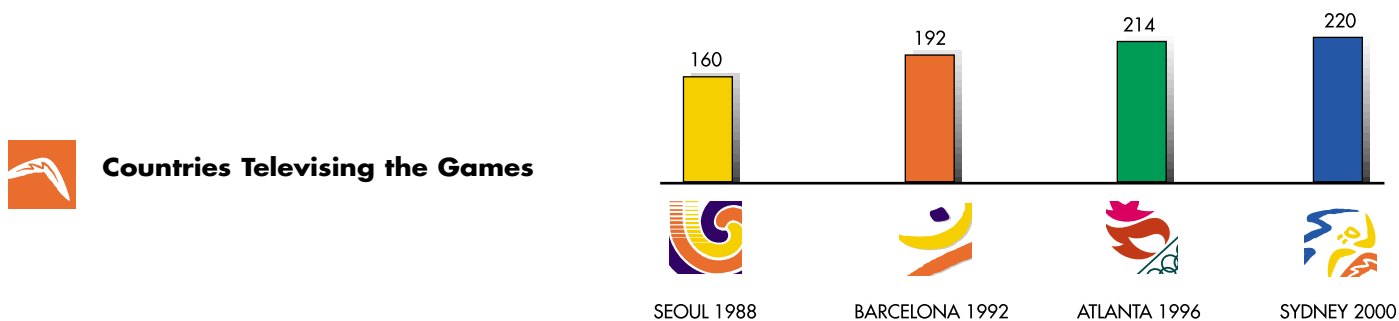
Nine out of every 10 individuals on the planet with access to television watched some part of the Olympics — ranging from an average four hours per viewer in some markets, to more than 37 hours per viewer in Japan, and 49 hours per viewer in Australia. In major markets, an average of 19 hours of airtime every day was dedicated to coverage of the Sydney 2000 Olympic Games.

Sydney 2000 also represented a major increase in the extent Olympic Games coverage, providing the television viewer with much greater selection. In the United States, the broadcaster increased its coverage from 162 hours in 1996 to more than 440 in 2000. In Greece, the broadcaster increased its coverage from 161 hours in 1996 to more than 450 in 2000. In China, the broadcasters increased coverage from 204 hours in 1996 to 740 in 2000.

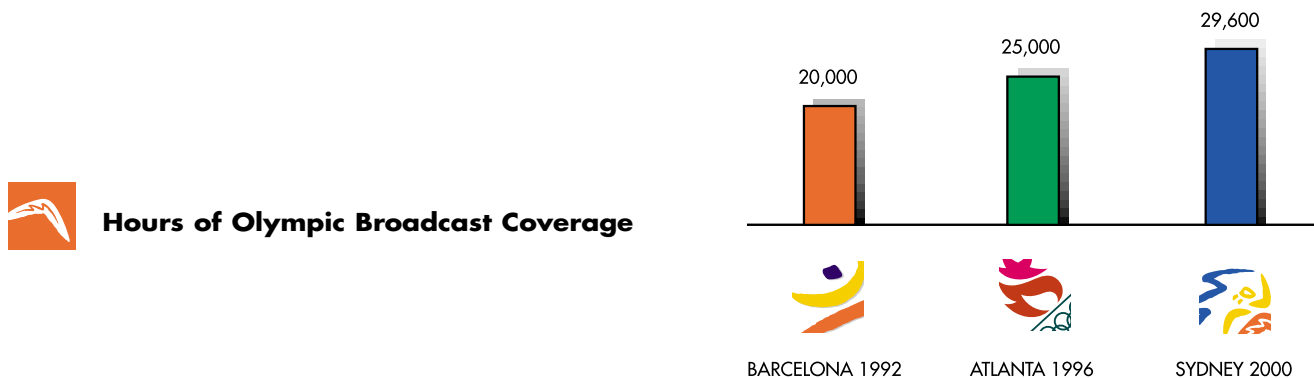
* Total Viewer Hours measures the number of hours of programming that have actually captured the attention of the world's viewers over the course of the Olympic Games. Viewer hours per programme is measured by multiplying the duration of the programme by the programme audience. Total Viewer Hours for the Olympic Games is the sum of all the viewer hours per Olympic programme.

The Sydney Olympic Broadcast Organisation established the world's largest ever broadcast operation: More than 900 cameras and 3,500 technicians and personnel provided more than 3,500 hours of original host broadcast coverage of more than 300 Olympic events to the world's broadcast rights holders.

The 2000 Olympic Games was televised in 220 countries and territories, with 90 percent of coverage broadcast on channels available to the entire population of each country.



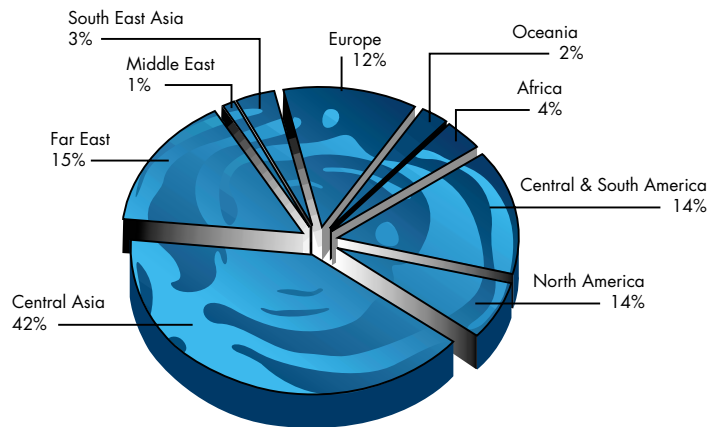
Television coverage of the Sydney 2000 Olympic Games totaled 29,600 hours — equivalent to 1,220 days, or nearly three and a half years of continuous 24-hour per day programming.



The Sydney 2000 Broadcast: Across the Continents



**Total Viewer Hours:
36.1 billion**



Americas

In the United States, more than 228 million viewers watched some part of the Games, as NBC gained a 70 percent increase over its normal prime time market share. NBC extended its programming by incorporating its two cable channels, CNBC and MSNBC, each of which recorded impressive ratings for secondary channels. NBC aired more than 440 hours of Olympic programming — doubling the programming duration of the Centennial Olympic Games in Atlanta.



Canadian broadcaster CBC provided nearly a threefold increase in the number of hours broadcast over previous Games, and viewers tuned in to an average of 20 hours of Sydney 2000 coverage.

Overall audiences continued to grow throughout South America. Viewers in Brazil watched an average of 23 hours of Sydney 2000 coverage, and viewers in Mexico watched an average of 18 hours. More than 400 hours of Olympic coverage were available in each country.

Africa

Athletics and Football dominated coverage throughout Africa, with average viewing increasing by 20 percent over previous Olympic Games. Average viewing in Egypt increased from 4 hours to 6 hours per viewer. Average viewing in Nigeria increased from 8 hours 45 minutes to 10 hours 20 minutes.

Oceania

In Australia, the Sydney 2000 broadcast broke all known records, with more than 400 network coverage hours and a further 816 hours of cable coverage. Average Australian viewing exceeded 49 hours per person, with the Seven Network's audience share at times exceeding 90 percent. The Sydney Closing Ceremony broadcast earned a 92.4 percent market share, a 51 rating and an audience of 8.7 million home viewers. Several million more viewers watched the Closing Ceremony on big screens in public places around the country.

In New Zealand, average television viewing more than doubled over previous Olympic Games to an average of 49 hours per viewer.

East Timor benefited from special efforts by the IOC and Olympic broadcast partners to deliver satellite coverage of the Sydney 2000 Olympic Games. The nation was unable to receive the signal directly from the only operating television transmitter in the capital city of Dili.



"Seven's coverage of the Games of the XXVII Olympiad established new records in audience delivery, with peak audience of 10.4 million viewers for the Opening Ceremony, and 93 percent of all Australians watching the network's Games coverage. In all, each of the 17 days of the Sydney Games established new viewing records."

— Kerry Stokes, Chairman, Seven Network Australia



Takahashi Naoki, the first Japanese woman to win a gold medal in athletics, attracted an audience of more than 50 million on Japanese network NAB.

"The BBC's Olympic coverage has helped it to the highest daytime audiences this year."

— The Times (United Kingdom)

Reports from East Timor state that as many as 1,000 viewers often turned up to watch the Olympic Games on a single television, and that crowds of 600 viewers gathered regularly at eight Olympic Games video projector sites.

Asia

Television audiences throughout Asia increased dramatically, not only because of the favourable time zone, but the increased success of Asian athletes: The team from Vietnam won its first ever medal; India had its first-ever female medal winner; and the team from Sri Lanka won its first medal in more than 52 years. For the first time, the Asian Broadcasting Union provided a six signal feed to its members, dramatically increasing the extent of available Olympic Games coverage.

The Sydney 2000 broadcast in Japan broke a number of broadcast records, with more than 980 hours of coverage across six network channels and two satellites, helping to push viewership in Japan to an average of 42 hours per viewer, or nearly 2.5 hours per day for the 94 million viewers in Japan.

Audience levels saw significant growth in China, with peak audiences exceeding 200 million viewers for the daily highlights programme. More than 900 million Chinese viewers tuned in to an average of 11 hours of Olympic coverage.

Three networks in Korea – KBS, MBC and SBS – produced more than 360 hours of Sydney 2000 Olympic coverage that generated average viewing of approximately 19 hours per person. Men's Soccer topped the audience ratings with a 25.9 rating and 36 percent audience share.

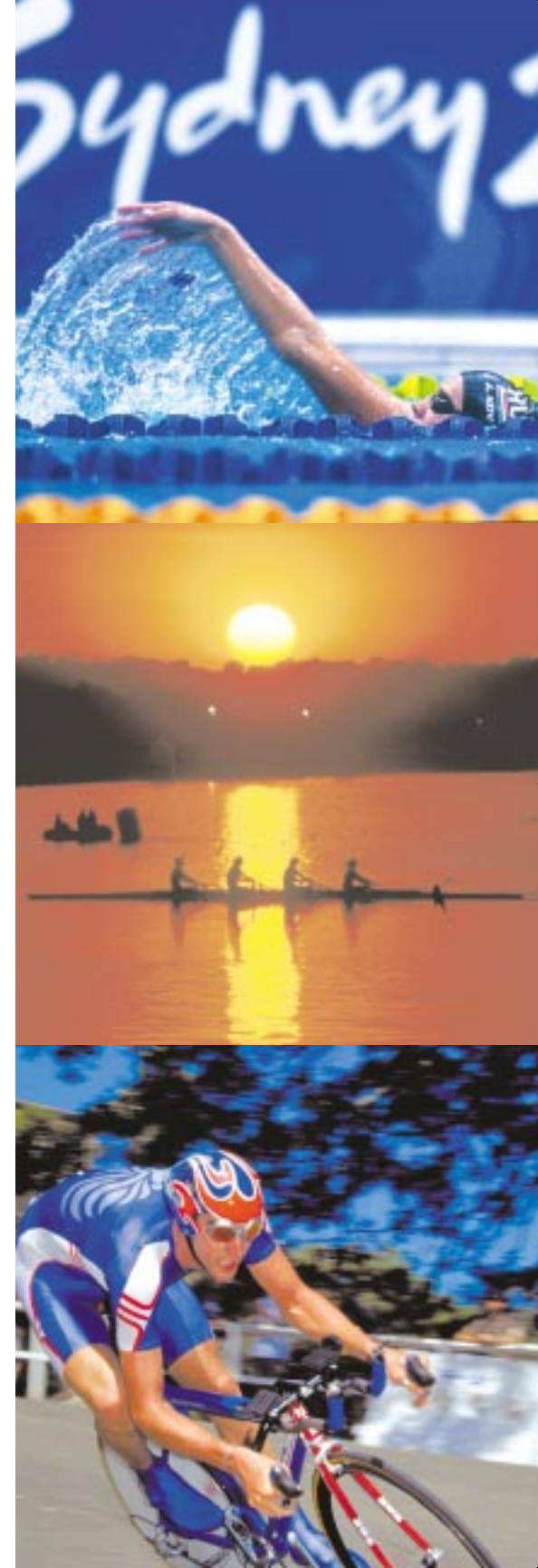
Europe

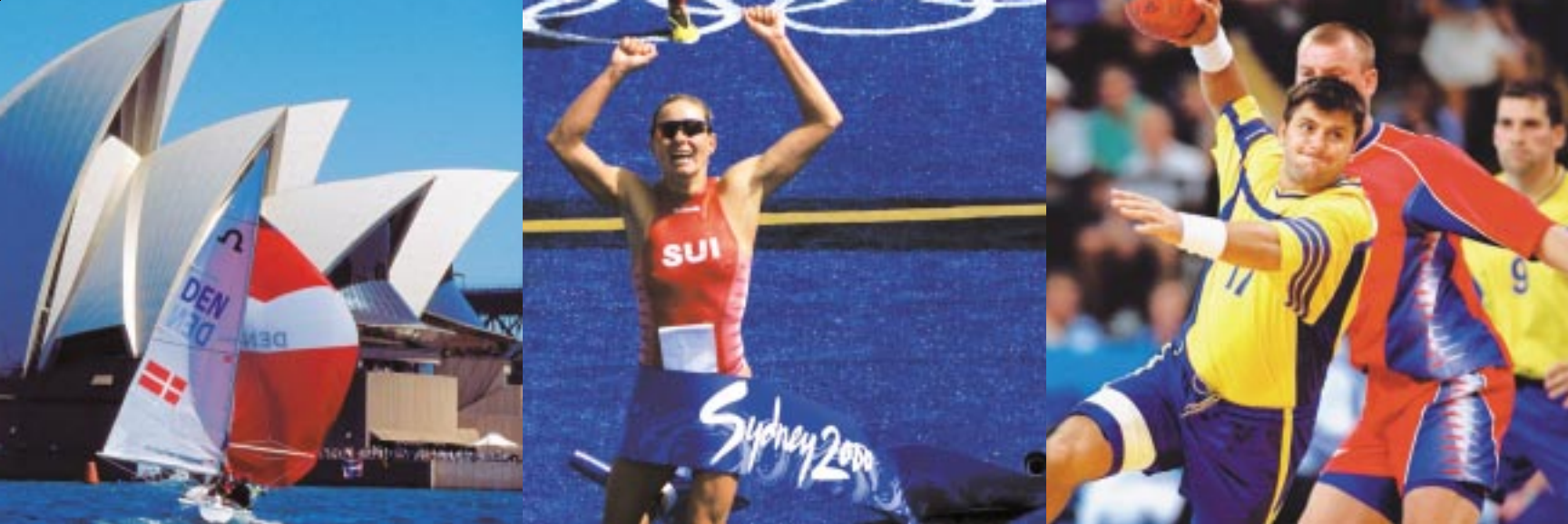
Most markets significantly increased their coverage of Sydney over previous Games, with much of the action being aired live during the night and early morning due to time differences. Despite this, overall reach and ratings for most European markets were comparable with previous Games.

The Great Britain Olympic team enjoyed its most successful Olympic Games since 1904, which helped to drive Olympic broadcast viewing to new heights. More than 49 million viewers tuned in to the BBC's 318 hours of coverage at an average rate of approximately 10 hours per viewer.

In Greece, the next Olympic Games host country, anticipation and support for the Olympics grew significantly. Olympic broadcasters in Greece more than doubled Olympic coverage over previous Games to 360 hours. Olympic audience shares across all channels at times reached 85 percent.

Three national channels in Germany — ARD, ZDF and 3Sat — produced more than 380 hours of Sydney 2000 coverage. The Opening and Closing Ceremonies pulled audiences 10 times greater than 1996 Atlanta and an audience share in excess of 50 percent.





In Denmark, the Sydney 2000 Handball final match proved to be the number one television sports programme of the year, with 1.5 million viewers and a record-breaking 93.8 audience share.

Olympic television coverage in France increased by more than 100 hours, to a total of 488 hours.

Olympic broadcasters in Switzerland provided more than 730 hours of coverage across the three language channels, with average viewing exceeding 11 hours.

Scandinavia saw some of the highest average viewing per person across Europe, at 13 hours.

Notes: Sports Marketing Surveys conducted global Olympic Games broadcast research on behalf of the International Olympic Committee. This report is based on conservative numbers. Neither out-of-home viewing nor news coverage of the Sydney Olympic Games is included. Olympic audiences differ from other sports events, in that broadcasters provide round-the-clock coverage, allowing the viewer to tune in and out over the course of the seventeen days. Overall reach therefore is greater than any other event, although individual prime time audiences may be down.

Sydney 2000 On-line

THE INTERNET HELPED TO PROVIDE THE WORLD WITH ACCESS TO SPECIFIC NEWS, RESULTS and information about the Sydney 2000 Olympic Games. Before the Games began, more than 24,000 sites were using Olympic imagery for news, editorial and other purposes. The official site of Sydney 2000 was the most popular destination on the Internet during the Games.



MORE THAN 8.7 MILLION UNIQUE VISITORS LOGGED ON TO OLYMPICS.COM



OLYMPICS.COM EXPERIENCED MORE THAN 11.3 BILLION HITS DURING THE GAMES

More than 8.7 million unique visitors logged on to Olympics.com. The official site handled unprecedented Internet traffic of more than 11.3 billion hits and more than 230 million page views during the 17 days of the Olympic Games. Olympics.com peaked at 1.2 million hits per minute at 3:19 p.m. (Australian EDT) on September 27, establishing a record for a sports event web site. At that moment, there was high interest in the bronze medal Korea v. Japan Baseball game as well as the Women's Tennis gold medal match between Venus Williams of the U.S. and Elena Dementieva of Russia.



OLYMPICS.COM PEAKED AT 1.2 MILLION HITS PER MINUTE AT 3:19 P.M. (AUSTRALIAN EDT) ON SEPTEMBER 27, ESTABLISHING A RECORD FOR A SPORTS EVENT WEB SITE.



Sydney 2000 Tickets

SYDNEY 2000 ESTABLISHED AN OLYMPIC TICKETING RECORD, SELLING A GREATER PERCENTAGE OF AVAILABLE competition and ceremonial event tickets than any Olympic Games in history. The vast majority of Sydney 2000 Olympic Games tickets were purchased by public sales within Australia.



More than 6.7 million Sydney 2000 Olympic Games tickets were sold, out of 7.6 million available tickets.



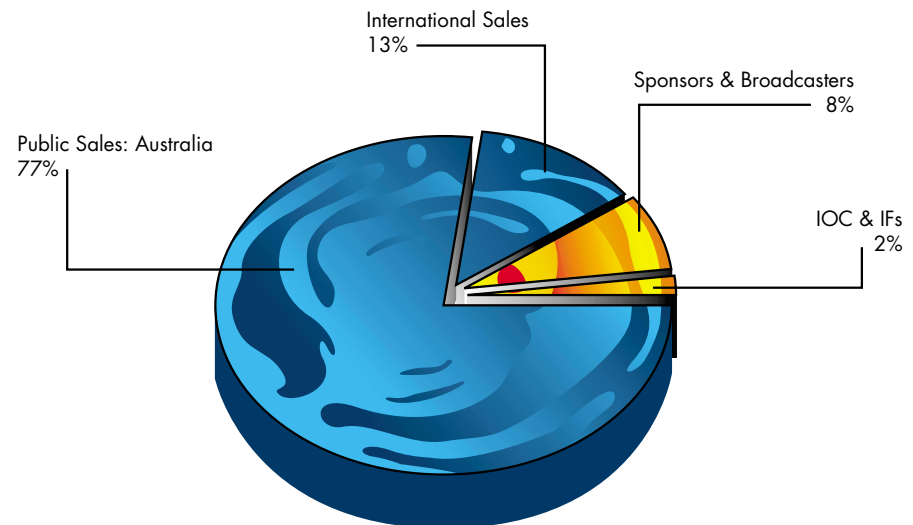
More than 92.4 percent of Sydney 2000 tickets were sold for Olympic events held in Sydney, far exceeding the previous record of 82.3 percent that had been set at the 1996 Atlanta Olympic Games. Including interstate football matches that were held in stadiums throughout Australia, 88 percent of Sydney 2000 tickets were sold overall.



Approximately 90 percent of Sydney 2000 tickets were purchased via public sale (77% within Australia, 13% Internationally).



Sydney 2000 Ticket Distribution















THE SALE OF SYDNEY 2000 TICKETS ALONE GENERATED AU\$787 MILLION, TRIPLING THE TARGETED SYDNEY BID REVENUE.








Sydney 2000 Tickets: Top 10 Sales Percentages by Sport





opening ceremony		99.77%
closing ceremony		99.73%
athletics		99.70%
triathlon		99.38%
gymnastics - rhythmic		99.32%

taekwondo		98.94%
swimming		98.83%
handball		98.78%
tennis		98.14%
cycling - track		97.82%



Sydney 2000 Tickets: Top 10 Availability by Sport

athletics		1,530,683
football		1,393,592
hockey		539,817
basketball		421,385
volleyball		298,494

baseball		282,604
handball		200,415
swimming		198,790
equestrian - three day		188,966
tennis		175,627

A full-page photograph of a rowing team in a boat on a lake at sunset. The sky is a vibrant mix of orange, red, and yellow, with the sun low on the horizon. The water reflects these colors, creating a shimmering effect. In the foreground, four rowers are silhouetted against the bright light. The background shows a dark, wooded shoreline with some distant lights.

SYDNEY 2000

OLYMPIC MARKETING

Marketing and the Olympic Movement

Ancient Precursors to the Modern Olympic Games & Olympic Marketing

LIKE THE OLYMPIC GAMES OF TODAY, THE ANCIENT OLYMPIC FESTIVAL WAS A CELEBRATION OF CULTURE. AT ITS peak during the fourth century B.C., the ancient Olympic festival drew crowds from the Peloponnesian peninsula as well as from colonies as far away as Libya and Egypt. Poets and other writers recited spontaneously. Spectators gathered around sculptors at work. Vendors sold food from stalls, and traders from throughout the peninsula sold horses. Rulers frequently struck coins to celebrate their victories at the Olympic Games — a predecessor of the Olympic coin programme, a longstanding tradition in modern Olympism.

Though many ancient Olympians were rulers or noblemen, Olympians who were less wealthy often received support from private benefactors. Victors at the ancient Olympic Games brought fame to their communities in the Greek world, and these champions often were elevated to the social tier of the most important office bearers and citizens of their city. Today we know that one city built a private gym for its Olympic wrestling champion. The city of Athens offered prizes of 500 drachmas to Olympic victors — in a society where 500 drachmas per annum could place one in the wealthiest economic class.



A Century of Olympic Marketing

Support from the business community and other benefactors has helped to support the athletes, promote the Games, and build venues for more than a century. Olympic marketing has developed significantly over the past two decades to ensure the viability of the Olympic Games for many decades to come.

Since the Olympic Movement embraced controlled marketing programmes, both the Olympic Games and the Olympic Winter Games have enjoyed a period of accelerated growth, allowing more athletes from more countries to compete in more Olympic events. Reciprocally, the growth of the Olympic Games and the Olympic Winter Games has made commercial association essential to their continued viability.

The International Olympic Committee, as the governing body of the Olympic Movement, is responsible for managing worldwide Olympic marketing programmes such as the television rights and The Olympic Partner (TOP) worldwide sponsorship programme. The IOC also oversees the local marketing programmes that each Organising Committee manages within the host country. This co-ordinated effort has ensured the future of the Olympic Games, allowing each Olympic Games marketing programme to develop and grow and improve upon the last.



FOR THE FIRST TIME, REVENUE FROM MARKETING PARTNERS WAS ABLE TO PROVIDE OLYMPIC ATHLETES AND OFFICIALS WITH FREE TRAVEL AND ACCOMMODATIONS FOR SYDNEY 2000, AT A COMBINED VALUE OF MORE THAN US\$45 MILLION.

Olympic marketing helps the world's athletes reach the Games, with direct support for training, development, travel and lodging. Olympic marketing support helped more than ten thousand Olympic athletes reach Sydney 2000, and this support continues to provide Olympic hopefuls with a promise for the future Olympic Games.

The success of Olympic marketing programmes today also provides for the Olympic Movement of tomorrow. During the coming Olympic quadrennium (2001 – 2004), the IOC will contribute record Olympic marketing revenue, generated from 1997 – 2000, to aid athlete training and sport development throughout the world. To provide a legacy and support to Australian sport, the Australian Olympic Committee received US\$125 million in Olympic marketing funds, and the New South Wales government received US\$367.5 million for the construction of sport facilities.



THE SYDNEY 2000 OLYMPIC GAMES LOCAL SPONSORSHIP PROGRAMME WAS THE MOST FINANCIALLY SUCCESSFUL DOMESTIC PROGRAMME IN OLYMPIC HISTORY, GENERATING US\$492 MILLION IN REVENUE. THE PROGRAMME MORE THAN DOUBLED THE TARGETED SYDNEY BID REVENUE AND GENERATED MORE REVENUE THAN THE ATLANTA 1996 DOMESTIC SPONSORSHIP PROGRAMME IN A MARKETPLACE THAT IS NEARLY 15 TIMES SMALLER.



THE SYDNEY LOCAL MARKETING PROGRAMMES GENERATED US\$1,095 MILLION FROM LOCAL SPONSORSHIP, TICKET SALES AND LICENSING COMBINED, NEARLY TRIPLING THE TARGETED SYDNEY BID REVENUE OF US\$379 MILLION.



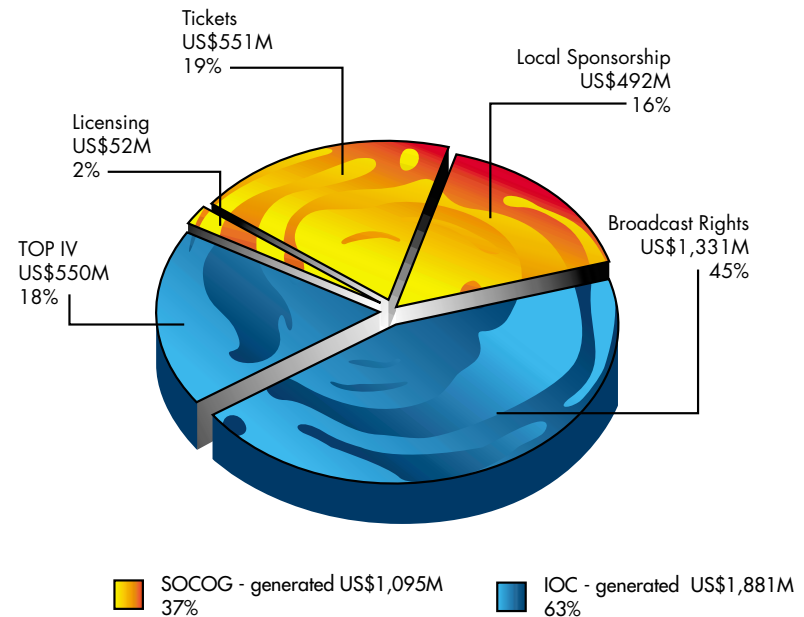
THE 199 NATIONAL OLYMPIC COMMITTEES THROUGHOUT THE WORLD RECEIVED A TOTAL OF MORE THAN US\$200 MILLION FROM THE IOC IN BROADCAST AND TOP SPONSORSHIP REVENUE. THE 28 INTERNATIONAL FEDERATIONS OF SUMMER SPORTS RECEIVED A TOTAL OF MORE THAN US\$160 MILLION FROM THE IOC IN BROADCAST REVENUE ALLOCATIONS AND MARKETING REMUNERATION.

Olympic Marketing and the Financing of Sydney 2000

Revenue Generation

The IOC and the Sydney Organising Committee for the Olympic Games (SOCOG) generated approximately US\$3 billion during the period 1997 – 2000 from the marketing of the Sydney 2000 Olympic Games, mostly from the sale of collective broadcasting rights, sponsorships, tickets and licenses. The IOC generated approximately 63 percent of the overall revenue. SOCOG's unprecedented marketing success within the host country of Australia generated nearly 37 percent of the overall revenue.

 **Revenue Generation, 1997–2000:
Sydney 2000 & the Olympic Movement**



Currency Exchange Rate: All broadcast and TOP Partner agreements were concluded in US\$ while the majority of local sponsorship and licensing agreements were concluded in AU\$, as were ticket sales. The currency exchange rate used between the IOC and SOCOG throughout the quadrennium, and applied herewith, is AU\$ 1 = US\$ 0.70.

Local Sponsorship Revenue: Includes all SOCOG contracted revenue, including media partners' support.

TOP Revenue: Includes the share distributed to the Nagano Organising Committee.

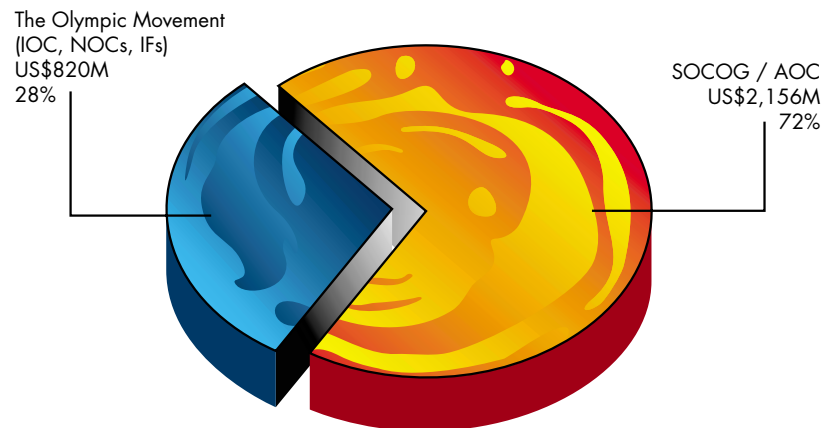
Revenue Distribution

Approximately 72 percent of the overall Olympic marketing revenue was distributed to SOCOG and the Australian Olympic Committee for the funding and operation of the Games and for the training of the Australian Olympic team. Funds have provided a legacy for the future of sport, with contributions to support athletes, coaches and sporting facilities.

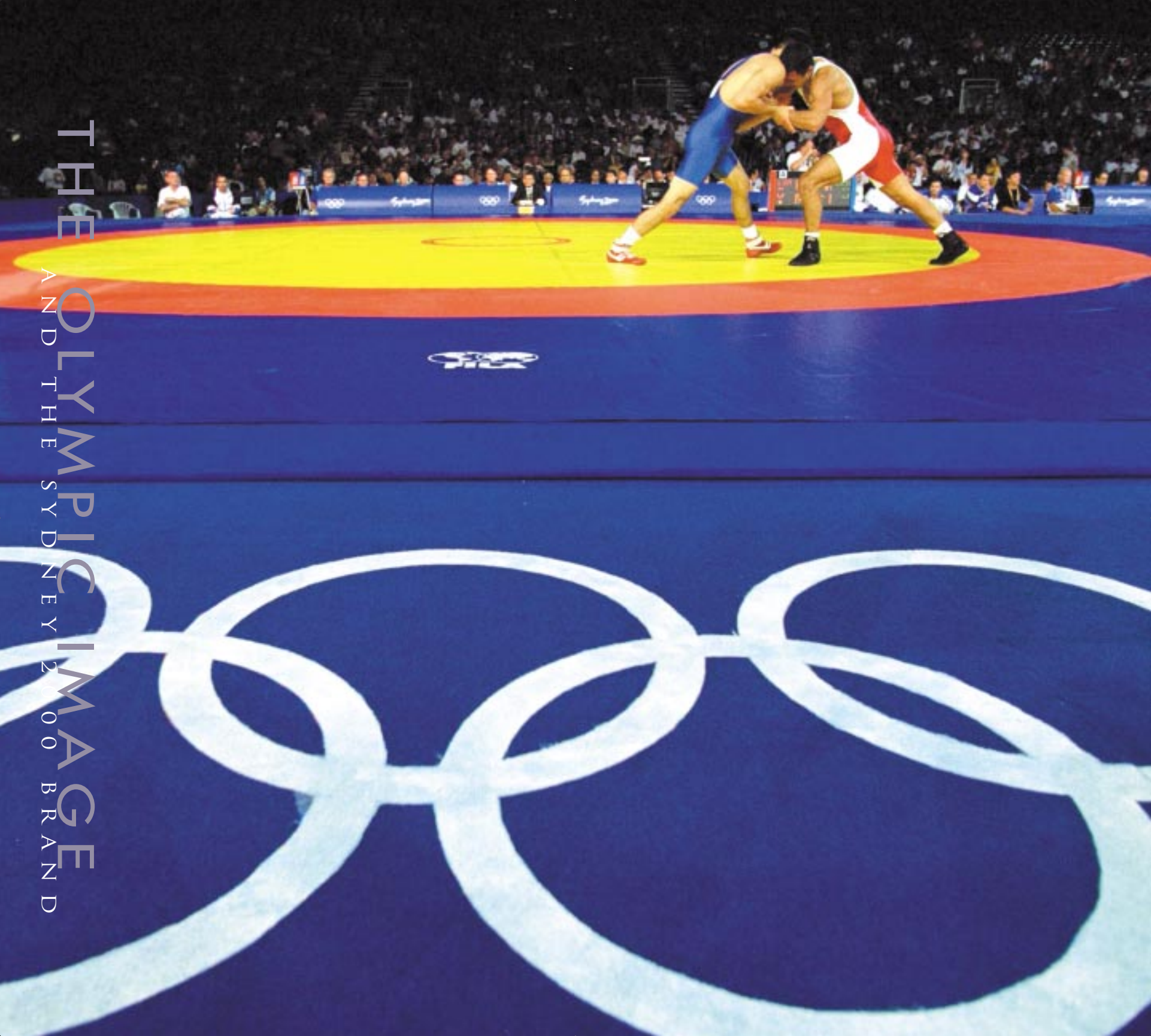
The remaining 28 percent of Olympic marketing revenue was distributed throughout the Olympic Movement. The International Federations of summer sports received support for the promotion and development of their respective sports throughout the world. National Olympic Committees received support for athletes and sport development programmes within their home countries. The IOC made other contributions to other sport organisations and retained a small percentage to maintain its operations.



**Revenue Distribution, 1997–2000:
Related to the 2000 Olympic Games**



BROADCAST PARTNERSHIP AND TOP SPONSORSHIP REVENUE NEARLY DOUBLED SYDNEY'S ORIGINAL BID FORECAST. THE IOC CONTRIBUTED APPROXIMATELY US\$1.1 BILLION DOLLARS IN BROADCAST AND TOP SPONSORSHIP REVENUE TO SYDNEY FOR THE STAGING OF THE GAMES, ACCOUNTING FOR NEARLY 60% OF THE SYDNEY ORGANISING COMMITTEE BUDGET.



THE OLYMPIC IMAGE
AND THE SYDNEY 2000 BRAND

The Olympic Image

THE OLYMPIC GAMES IS A CELEBRATION OF HUMANITY — A CELEBRATION OF CULTURE, ART, EDUCATION, PARTICIPATION and achievement. The Olympic Games is unparalleled in its symbolic power to convey the many ideals and values for which the Olympic Movement stands: the ideals of friendship, unity, peace and goodwill.

The Olympic Movement and the Olympic Games have established an enduring and valuable image. Born within the thoughts and feelings of people around the world, the Olympic Image is rich and consistent, generating a strong and positive emotional reaction within people across the globe and from all walks of life. The symbols and the ideals inherent in the Olympic Image are the cornerstones of Olympic marketing. The Olympic Image, similar to a commercial brand, consists of those core values that the Olympic Games immediately communicate to the people of the world.

The Fundamental Principles of Olympism

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.

— The Olympic Charter



THE OLYMPIC IMAGE IS COMPRISED OF FOUR COMPLEMENTARY MESSAGES.

Hope

The Olympic Games offer hope for a better world, using sport competition for all without discrimination as an example and a lesson.

Dreams & Inspiration

The Olympic Games provide inspiration to achieve personal dreams through the lessons of the athletes' striving, sacrifice and determination.

Friendship & Fair Play

The Olympic Games provide tangible examples of how humanity can overcome political, economic, religious and racial prejudices through the values inherent in sport.

Joy in the Effort

The Olympic Games celebrate the universal joy in doing one's best, regardless of the outcome.



"Sydney restored something to the Olympics you can't measure on a balance sheet: Humanity."

– Observer (United Kingdom)



On a global basis, the concepts most commonly associated with the Olympic Movement and the Olympic Games are friendship, participation, fair play and determination. The Olympic Movement and the Olympic Games are most commonly characterised throughout the world as multicultural, global, peaceful, patriotic, honourable and festive.

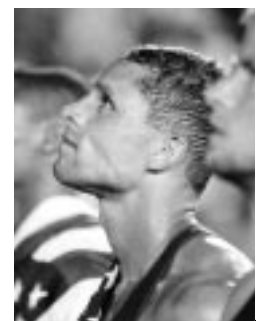
The Olympic Games is the most complex and complete, varied and valuable platform that the world has ever known. The Olympic Family and the Olympic marketing partners work together to promote and protect the Olympic Image.



91% of respondents in a 1996 nine-country survey stated that the Olympic Games hold an unrivaled position as the world's top sporting event.

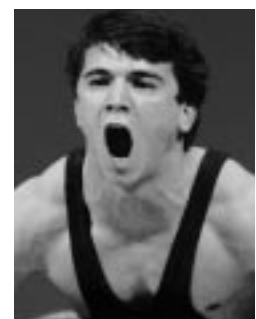


87% of respondents stated that the Olympic Games stand for the highest level of human achievement.



CELEBRATE HUMANITY.

Every two years the world comes together for an extraordinary event called the Olympic Games. This celebration of more than 200 countries provides an opportunity to honor and to learn from one another. The moments we witness are priceless. Like the time the sweet smile of a 17-year-old Russian girl named Olga taught us that our differences weren't as great as they seemed. Or when a father and his injured son finished a race together and defined determination.



Celebrate Humanity: Promoting the Olympic Image

FOR THE FIRST TIME, THE IOC LAUNCHED A GLOBAL PROMOTIONAL PROGRAMME DURING THE SYDNEY 2000 OLYMPIC Games. The programme is themed “Celebrate Humanity” and is designed to communicate the core values of the Olympic Games.

The programme, launched in January 2000, ran on television, on radio, and in print throughout the world before and during the Sydney 2000 Olympic Games. The creative tells stories of Olympic athletes and the remarkable dedication, the friendship, the strength of character and the joy in effort that they demonstrate. The campaign rejoices in and invites the world to celebrate these values.

The campaign is based on the global brand audit conducted by the IOC in 1998 and 1999. The promotional announcements, created and produced by award-winning advertising agency TBWA/Chiat Day, include six television announcements, eight radio announcements and complementary print executions. “Celebrate Humanity” was originally produced in English, French and Spanish, and subsequently translated into fifteen further languages. The English-language version is narrated by Academy Award™ winning actor Robin Williams.

The Fundamental Principles of Olympism

The goal of Olympism is to place everywhere sport at the service of the harmonious development of man, with a view to encouraging the establishment of a peaceful society concerned with the preservation of human dignity.

— The Olympic Charter



You are my adversary, but you are not my enemy.

For your resistance gives me strength.

Your will gives me courage.

Your spirit ennobles me.

And though I aim to defeat you, should I succeed, I will not humiliate you.

Instead, I will honour you.

For without you, I am a lesser man.

— “Opponent”, from Celebrate Humanity

“Many of my favourite Olympic memories were not gold medal situations. They were inspiring moments of humanity that transcended borders, obstacles and languages — and unified people around the world. I feel this campaign conveys that, and I am proud to be a part of it.”

— Robin Williams, Academy Award™ winning actor and “Celebrate Humanity” narrator

“The Olympic advertising and marketing promotions both on TV and radio has been the most effective campaign I’ve seen or heard in the many years I have been involved in the Olympic Movement. They dramatically portray the talent, courage and endurance of the young men and women who enter the arena in the pursuit of excellence. The campaign places the Olympics where they belong — with the athletes.”

— Bud Greenspan, renowned Olympic filmmaker

Sydney 2000 and Celebrate Humanity

BROADCASTERS AROUND THE WORLD AIRED THE SIX TELEVISION SPOTS, PROVIDING EXTENSIVE COVERAGE FOR “Celebrate Humanity”. In Australia alone, media partners provided more than US\$10 million in media support to “Celebrate Humanity”, and the slogan became a common part of the Australian vernacular regarding the Olympic Games. CNN International aired the campaign around the world for more than eight months at a rate of 30 times per day — an estimated total of more than 6,500 times.

Radio, print, and other media support for “Celebrate Humanity” was extensive. “Celebrate Humanity” aired on 203 radio stations in 25 markets in the United States, for a total of more than 11,000 spots. More than 100 further countries aired the audio campaign.

Global print versions of the campaign appeared in more than 30 U.S. and international publications, including the magazines of Worldwide Olympic Partner, Time, Inc. — *Sports Illustrated*, *Time* and *Fortune*. The campaign also ran in *Rolling Stone*, *National Geographic*, *USA Today* and in all national media throughout Australia.



Through Val Morgan, a leading distributor of cinema advertising, “Celebrate Humanity” ran in cinemas throughout Australia and New Zealand, as well as in key markets in the United Kingdom, the United States, Latin America and the Middle East.



More than 30 international airlines aired “Celebrate Humanity” in the lead up to and during the Olympic Games.



During the Games, “Celebrate Humanity” aired on large screens at each Olympic venue and Olympics Live site, as well as on screens around the world, including Kodak's large screen in Times Square, New York City.



The Sydney 2000 Olympic Brand

SYDNEY 2000 IS AN UNPARALLELED BRAND MANAGEMENT SUCCESS STORY.

The full integration of the Sydney 2000 brand development and brand management philosophy was central to the overall success of the Sydney 2000 Olympic Games and marketing programmes. Sydney combined the core values of the Olympic Image with the unselfish, dynamic and optimistic spirit of Australia, providing Sydney 2000 with a powerful brand platform. Every aspect of the 2000 Olympic Games — from the Olympic Torch Relay to the Olympic Arts Festival, from the Look of the Games to the Olympic Games volunteer programme — communicated the values of the Sydney 2000 Olympic brand.

The Olympic Games is a celebration of hope, a celebration of the joy in effort, and a celebration of the dreams of the athletes. This overall Image of Olympism offered a foundation from which to launch the Sydney 2000 Olympic brand. Sydney combined this Image with the mission of the 2000 Olympic Games to form a cohesive, expressive and emotive brand for Sydney 2000.

Sydney's mission was to keep a threefold promise. First, Sydney sought to host the Athletes' Games, an Olympic Games especially dedicated to celebrating the dreams and achievements of the Olympic athlete, and to providing a positive environment in which the Olympians could



thrive. Second, Sydney sought to host the Green Games, an Olympic Games unsurpassed in its commitment to respecting and protecting the natural environment. Finally, Sydney sought to leave a legacy for sport — a legacy of financial support for Olympic athletes and hopefuls in Australia and throughout the world, and a legacy of state-of-the-art sport venues for all people of Australia to enjoy.

The Olympic Games provide a rare opportunity for the host city and the host nation to project the heritage, the culture and the spirit of its people. In commercial parlance, the 2000 Olympic Games offered the world's most powerful platform for the building of a brand — a brand that clearly communicated the image of Sydney and Australia to the world. In turn, the values, the dynamic culture and the rich history of Sydney and Australia provided the 2000 Olympic Games with the core elements of a powerful and expressive brand.

From the time of the city's candidacy, Sydney committed to projecting and enhancing the image, the spirit and the culture of Australia. From the beauty of the land to the vitality of the city, from the good cheer of the tens of thousands of volunteers to the energy of the millions of spectators, from the diversity of the Australian culture to the national spirit of unity and friendship — Sydney achieved all this and more.



THREE WORDS — *UNSELFISH, DYNAMIC, OPTIMISTIC* — COMMUNICATED THE ESSENCE OF SYDNEY 2000.

Unselfish

Sydney encapsulated the many ideals of the Olympic Movement into the concept of selflessness: the selflessness of the Olympic athletes who share their Olympic dreams with each other and with the world; the desire of the Olympic Movement to stage an event to be shared by all nations and all people; the unfailing commitment of the Olympic Movement to support and celebrate less fortunate athletes from emerging nations.

The selfless ideal gave Sydney 2000 its foundation and was manifest in everything from the focus on the Athletes' Games, to the abundantly friendly and welcoming people of Australia, to the dedication and enthusiasm of more than forty-five thousand Olympic Games volunteers.

Dynamic

The dynamism of Australia and its people is unmistakable. A nation of cultural vitality, Australia is home to people rich in heritage and spirit. Sydney is a dynamic city, culturally diverse and multiculturally unique. Youthful, progressive, captivating and modern, the thriving

city of Sydney is found amidst an ancient land that bears a strong and proud indigenous culture. The Australian people are warm and inviting, open and enthusiastic. They celebrate life in a young country founded upon ancient land.

The dynamism of the land itself is seen from the Blue Mountains to the Great Barrier Reef, from the rainforest to the red earth at Uluru, from the Outback to the white-sand beaches of the Far North Queensland.



Optimistic

Sydney, like most of the world, found great significance in the year 2000. The dawning of the new millennium was an important milestone for the Olympic Movement along its journey from the revival of an ancient sports festival to the staging of the modern Olympic Games.

The dawn of the new millennium held equal significance for Australia, as the nation turned hopeful eyes toward the future. Australia, a young commonwealth at the doorstep of its own centennial, was eager to showcase itself on the global stage of the Olympic Games. The people of Australia were optimistic that the Olympic Games would do much for the future of the nation by positioning Australia and its people firmly among the world's leaders in business, technology, organisation, art and sport. A vibrant city among a nation of welcoming sports enthusiasts at the dawn of a new millennium — there could be no better integration of the spirit and meaning of the Olympic Movement, and no better home for the 2000 Olympic Games.



The Sydney 2000 spirit of optimism was shared throughout all of Australia, as crowds gathered day and night to witness the passing of the Olympic flame.

Integrating the Sydney 2000 Olympic Brand



The essence and values of the Sydney 2000 brand were fully integrated throughout all aspects of the Olympic Games. The Torch Relay, the Look of the Games, the Sydney Volunteers, the Olympic Arts Festival and even the city's icons reflected the spirit of Sydney 2000 back to the world.



89% of Olympic athletes in Sydney rated the decoration of the city and stadium as good or excellent. More than 90% of the Olympic athletes surveyed at Sydney 2000 stated that the competition venues were good or excellent.

More than forty-five thousand dedicated volunteers were unmistakable, colourful embodiments of selflessness and participation, of Australian generosity and good cheer.



The selfless Sydney 2000 volunteers and staff received the highest praise from Olympic athletes in terms of availability and professionalism (92% and 90% respectively).



Sydney 2000 combined the distinct beauty of the Australian landscape with the nation's respect for the natural environment. In keeping with the dynamic spirit of Australia, the Beach Volleyball venue was constructed within view of one of Australia's most captivating natural resources, Bondi Beach. In keeping with the spirit of the Green Games, the temporary structure was dismantled immediately following the Games, so as not to disrupt the environment.

The unselfish element of the Sydney 2000 brand was manifest in such themes as the "Athletes' Games" and the "Green Games", highlighting the selflessness of the Olympic athletes and Sydney 2000's commitment of respect for the natural environment.

The distinctive Look of the Sydney 2000 Olympic Games carried some of the most recognisable Australian icons, capturing the nation's energy, the love for sport, and the proud diversity of culture and heritage. Sydney 2000 even incorporated elements of Australia's beach culture — such as lifeguard chairs and clubies — into the Look of the Games.



The dynamism of the Olympic Movement and of Australian culture was captured in the Sydney 2000 Olympic Arts Festival.



96% of Olympic spectators surveyed at Sydney 2000 believed that the Games would have a positive impact on the image of Australia.

A first at the Olympic Games, the Olympics Live sites integrated the brand of Sydney 2000 by capturing the dynamic spirit of Australia. The major plazas, parks and squares throughout the city of Sydney were transformed into central Olympic Games gathering places, with large-screen live coverage of the Games and exciting cultural performances. The sites attracted Sydney-siders and business people who sought a break from their busy days in Sydney's Central Business District, families and tourists who sought to embrace the spirit and festivity of the Games as they toured the city, and throngs of revelers each night.



89% of corporate guests thought that the Sydney 2000 Games had a positive impact on the image of Australia.

Protecting the Olympic Brand

"... the IOC has gone to Sydney determined to protect its commercial partners ..."

— Daily Telegraph (United Kingdom)

THE INTERNATIONAL OLYMPIC COMMITTEE HAS ESTABLISHED A FOUNDATION OF policies and practises that work to build, manage and protect the Olympic Image and the Olympic brand. Sydney 2000 built on this foundation to provide the highest level of brand protection in the history of the Olympic Games.

Policy

The Olympic Charter is the codification of the Fundamental Principles, Rules and Bye-laws that govern the organisation and operation of the Olympic Movement and the Olympic Games. Many Olympic Charter provisions are designed to preserve the Olympic Image and the special nature of the Games, as well as to protect the rights of the Olympic Family and Olympic marketing partners.

Legislation

The five-ring Olympic symbol is the most recognised icon in the world. The IOC works to protect the value inherent in the Olympic rings and encourages the rest of the Olympic Family to



The Olympic Movement maintains and enforces a strict clean venue policy, prohibiting any advertising or commercial messages within Olympic venues. This policy extends to limit advertising outside, around and above venues as far as possible. Today the Olympic Games is the only major event in the world to hold such a policy.

protect the Olympic rings. Sydney worked to establish a body of legislation to protect the intellectual property of the Olympic Movement and the contractual rights of Olympic marketing partners. This legislation, culminating in the Olympic Arrangements Act, is by far the most effective and comprehensive legislation ever to be developed for the protection of the Olympic brand.

Education

The Olympic Family undertakes major corporate education programmes to ensure that all potential ambush marketers are aware of the consequences of unauthorised marketing activity related to the Olympic Games. In Sydney, education and information programmes were developed for consumers, the media and the business community on the problem of unauthorised marketing activity.

Olympic Brand Management and Protection Initiatives

The Olympic parties have established the most comprehensive Brand Protection programme in the sports industry, designed to protect the Image of the Games and the rights of the Olympic marketing partners. The programme for Sydney 2000 was most effective in recent history, enabling the Games to be virtually ambush free.

The Sydney Organising Committee developed a Brand Protection team under the Legal Counsel department to manage the legal and marketing issues related to brand protection. The team developed legislation as well as public relations and education programmes to protect the Olympic brand.

“Ambush marketing is not clever marketing — it is cheating. And who wants to be a cheat?”

— Michael Payne, IOC Marketing Director



66% of Sydney 2000 Olympic Games spectators agreed that “only companies that actually sponsor the Games should be allowed to use an Olympic message in their advertising”.

The IOC monitors the Olympic Games broadcast across 220 countries for any message that damages the Olympic brand or infringes upon the rights of the Olympic marketing partners. For the first time at Sydney 2000, a similar programme also covered the Internet. The Olympic Family has agreements with print and electronic media owners to monitor advertising and prevent ambush activity.

In Sydney, teams of brand protection professionals and volunteers monitored the host city for infringements against the rights of the Olympic Family and the Olympic partners. Sydney was prepared with several tiers of responses to ambush marketing. Sydney enlisted teams of investigators for a pirate merchandise identification programme that conducted regular surveillance of well-known pirate outlets.

The Olympic Family managed outdoor advertising opportunities in Sydney by establishing strategic partnerships and arrangements with local authorities, companies and associations to control outdoor advertising. A programme was established between Sydney and Australia Customs officials to identify and seize counterfeit merchandise at the borders.



71% of Sydney 2000 Olympic Games spectators agreed that it is wrong for a company to deliberately avoid paying for Olympic rights.





SYDNEY 2000

S P O N S O R S H I P

Olympic Sponsorship Overview

"Take away sponsorship and commercialism from sport today and what is left? A large, sophisticated, finely-tuned engine developed over a period of 100 years — with no fuel."

— Richard W. Pound, Q.C., Chairman, IOC Marketing Commission

CORPORATE SPONSORSHIP WITH THE OLYMPIC MOVEMENT EXISTS ON SEVERAL LEVELS, FROM GLOBAL SPONSORSHIP, TO LOCAL sponsorship of an Olympic Games Organising Committee, to national sponsorship of National Olympic Committees and Olympic teams.

Worldwide Olympic Partnership and Sydney 2000

The worldwide Olympic sponsorship known as The Olympic Partner programme (TOP) directly benefits the entire Olympic Movement. TOP Partners have worldwide Olympic marketing rights and are official sponsors of the Olympic Games, the International Olympic Committee, the Organising Committees, and the 199 National Olympic Committees and Olympic teams. TOP is the only sport marketing programme in the world to provide complete product-category exclusivity worldwide while encompassing sponsorship of the event, of all participating teams, and of the Organising Committee.

The TOP programme, managed by the IOC, operates on four-year cycles that coincide with the Olympic quadrennium. The TOP programme recently completed its fourth generation, known as TOP IV, which encompassed the 1998 Nagano Olympic Winter Games and the Sydney 2000 Olympic Games.

"If a company that's global wants to be associated with the absolute best, the crown jewel, in the sports world, the Olympics is what it is."

— Mark McCormack, Chairman, IMG

Eleven Worldwide Olympic Partners participated in Sydney 2000, the culmination of the fourth generation of the TOP programme and a four-year partnership with the Olympic Movement. The TOP programme generated more than US\$550 million in revenue and technology support, distributed between the Sydney and Nagano Organising Committees, the 199 National Olympic Committees and the IOC. TOP directly contributed more than US\$200 million in revenue and technology support to the Sydney Organising Committee to stage the 2000 Olympic Games.

The strength of the TOP sponsorship programme is evident in that the programme enjoys one of the highest sponsorship renewal rates of any sports property. Many of the TOP Partners have participated in the programme since its inception in 1985. In the lead up to the Sydney 2000 Olympic Games, nine partners renewed their commitment to the Olympic Movement on a long-term basis.



THE TOP PROGRAMME GENERATED MORE THAN US\$550 MILLION IN REVENUE AND TECHNOLOGY SUPPORT FOR THE OLYMPIC MOVEMENT.



National Olympic Partnership

In addition to the TOP programme, several of the 199 National Olympic Committees throughout the world have developed sponsorship programmes, in non-competing product categories, to aid in the training and development of their Olympic athletes.



DURING THE 1997 – 2000 OLYMPIC QUADRENNIUM, THE IOC'S OLYMPIC SOLIDARITY AND TOP PROGRAMMES PROVIDED MORE THAN US\$200 MILLION IN SUPPORT OF THE 196 NATIONAL OLYMPIC COMMITTEES AROUND THE WORLD. [THIS DOES NOT INCLUDE PAYMENTS TO THE NOCs OF JAPAN (HOST COUNTRY 1998), AUSTRALIA (HOST COUNTRY 2000) OR THE UNITED STATES.]

Host Country Partnership

The Olympic Games sponsorship is targeted within the host country and focused directly on supporting the staging of the Olympic Games. Partners in this tier of sponsorship are granted marketing rights exclusively within the Olympic Games host country or territory, in product categories that do not compete with TOP categories.

Sydney managed a three-tiered sponsorship programme to support the 2000 Olympic Games: the Team Millennium Olympic Partners, the Sydney 2000 Supporters and the Sydney 2000 Providers. Olympic sponsors at all levels of the Sydney programme worked for several years, helping to promote Olympism throughout Australia and making significant daily contributions of technology, products and services to support the operations of the Sydney Organising Committee and the staging of Sydney 2000.

Sydney broke new ground in developing partnerships in product categories such as newspaper, radio, cinema, and retail shopping centres — designed to enhance the promotion of the Sydney 2000 Olympic Games. These partners and many others were instrumental in helping Sydney achieve its goal of reaching out to the public, keeping people informed about the Games, involving Australia's children, and sharing the spirit of the Games with all of Australia.

The Sydney Olympic sponsorship programme generated approximately US\$492 million in revenue. This more than doubled the revenue target projected at the time of Sydney's Olympic Games candidacy.



80% of Sydney 2000 spectators agreed that without sponsorship, the Games could not be held these days.



75% of Sydney 2000 spectators agreed that they welcomed sponsor support of the Olympic Games if it helps keep them viable.



Sponsors of the Sydney 2000 Olympic Games jointly sponsored the Australian Olympic team. Through this single marketing programme, sponsors had the dual benefit of participating in the world's greatest sporting event while also riding the national pride of the host country.

"As the greatest event in the world and as the largest event in the world, frankly it just would not be possible to stage the Games without the support of the business community."

— Michael Payne, IOC Marketing Director



The Scope of Olympic Sponsorship

OLYMPIC SPONSORSHIP OFFERS VAST OPPORTUNITIES FOR INVOLVEMENT WITH THE Olympic Movement, which possess a varied and rich pool of emotional and intellectual attributes on which to found a partnership plan. Sponsors are integral to the Games and to the accompanying cultural, educational and environmental elements of the Olympic festival. Sponsors enhance the Olympic experience and bring the Games to the people of the world. Sponsors share the Olympic spirit by aligning their brands with the Olympic Image, by communicating the Olympic messages of hope, inspiration and participation, and by promoting the Olympic ideals of friendship, fair play, unity and peace.

The breadth of Olympic sponsorship rights, benefits and opportunities provides partners with great flexibility and range in integrating the Olympic association throughout the corporate philosophy and into all aspects of corporate strategy.

Olympic sponsorship is effective on both the global and the local scale. No other sponsorship programme offers a global marketing platform, while at the same time targeting local markets. No other programme offers companies worldwide marketing rights as well as the right to associate with national teams — supporting the home athletes and effectively riding the national pride of target local markets.

Sponsorship: Participating in More than Sport

The Olympic Games is about more than sport. The Games is a celebration of humanity, providing Olympic sponsors with a rich array of opportunities for involvement in the Olympic Movement and the Games. Olympic sponsors have traditionally expressed their Olympic association with programmes that touch on the range of human experience and all Olympic principles — from sport to culture, from education to the environment.

The Olympic celebration also includes more than the Games themselves. Integral to the festival are elements and events that complement the Games, that deepen the Olympic experience, and that further express the Olympic ideals. In Sydney, the Olympic Torch Relay, the Olympic Arts Festival, the Olympic Youth Camp, and the environmental and educational agenda offered partners manifold opportunities to participate in the Olympic celebration.

“The breadth and scope of humanity...the Olympics communicate that to everyone. The Olympics are special. They are about much more than sport — they are about human values. These values are critical. With the Olympics, there’s something loftier than other sports properties. The heritage and traditions, the ceremonies, the icons, all add up to make it unique. It’s stays fresh due to the changing cities, but at the same time it’s timeless.”

— Chuck Fruit, Vice President and Marketing Chief of Staff, The Coca-Cola Company, on what differentiates the Olympic Games from other sports properties

The Fundamental Principles of Olympism

The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practised without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair-play.

— The Olympic Charter



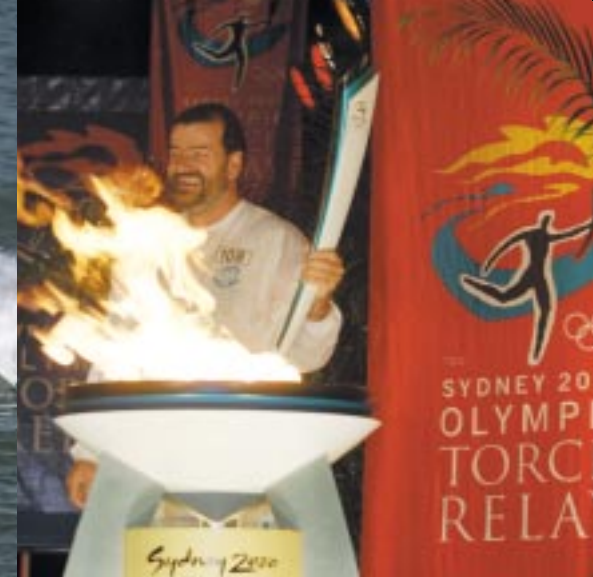
The Torch Relay

The Olympic Games Torch Relay possesses some of the most powerful Olympic imagery and is one of the most emotionally charged Olympic programmes. The Torch Relay, which heralds the countdown to the arrival of the Olympic Games, provides Olympic partners with the opportunity to associate with this potent imagery and to showcase their commitment to local communities along the Relay route.

AMP maintains a position of strength in the corporate world of Australia as an insurance and financial leader. AMP's presentation of the Sydney 2000 Torch Relay especially helped the company to reach out to communities across the wide continent of Australia as the Olympic flame made its journey from Uluru to Sydney. AMP staged community celebrations in many communities throughout the Relay, bringing the people of Australia closer to the excitement of the Games.

"The ability of the Olympics to generate excitement and passion in everyone — not just sports fans — makes it unique. We saw this time and time again in the Torch Relay. It was one of the most incredible things I'd ever seen: People all over Australia coming out at all times of the day and night just to be a part of it. I don't think there is anything like it at all."

— Paul Bachelor, Chief Executive Officer, AMP Ltd.



The Sydney 2000 Olympic Torch Relay provided Olympic partners with the opportunity to showcase their products, services and technology while also exhibiting their commitment to local communities throughout Australia. Olympic transportation partners supported the Torch Relay by ensuring that Relay officials, Torch runners and the Olympic flame successfully reached their checkpoints and destinations along the relay route. Ansett carried the Olympic flame overseas to Australia, and Holden and Harley Davidson supplied vehicles on the mainland.





Energy Australia provided the Olympic Cauldron, as well as all of Stadium Australia and other venues, with 100% renewable energy. Olex Cables, a Sydney 2000 Supporter, worked with Energy Australia to place all power underground.

The Environment

Environmental conservation has become an increasingly important part of the Olympic agenda, and Sydney 2000 accepted the challenge of hosting the “Green Games”. The staging of the Olympic Games became a showcase for environmental efforts and for the ways in which the technology and innovation of Olympic sponsors can further the environmental agenda.

Olympic sponsors made individual efforts and collaborated on joint initiatives to make the Sydney 2000 Olympic Games the most environmentally friendly large event in the world. Supporting the Olympic Movement’s emphasis on environmentalism and Australia’s commitment to natural conservation, Olympic sponsors worked with the Organising Committee to find the most environmentally responsible solutions for staging the Games.

Sponsors took a proactive approach to the environmental agenda, concentrating not only on the collection, removal and disposal of waste from Olympic areas, but also focussing on the materials that would be brought into Olympic areas in the first place. Sponsors brought ingenuity to the Sydney 2000 environmental effort, providing such necessary resources as energy, furniture and food service items that were made from recycled material and biodegradable sources.

To meet the power demands of Sydney 2000, Energy Australia undertook the largest electrical infrastructure project ever in Australia. In the spirit of the “Green Games”, Energy Australia brought environmentally sound solutions to the staging of the Games, providing Stadium Australia and the Olympic Cauldron with 100-percent renewable solar, hydro, landfill and wind energy. This effort was estimated to have saved more than 12,500 tons of carbon dioxide from being released into the atmosphere from coal-burning operations each year.

Nearly every Olympic partner employed innovative means to contribute to the “Green Games”.



Waste management and recycling partners — Visy, CleanEvent, Waste Services NSW and Pacific Waste Management — helped to make Sydney 2000 a remarkable environmental success.



Xerox took every measure to preserve natural resources through the use of recycled “Green Paper” for Olympic documents.



Mizuno provided clothing and other equipment made from recycled material.



Olex Cables worked with Energy Australia to ensure that all power resources would be located underground.



Visy, CleanEvent, Waste Services NSW and Pacific Waste Management provided staff and recycling equipment to keep the Olympic environment clean.



Education

"Why did I restore the Olympic Games? To strengthen and ennoble sports, to ensure their independence and duration, and thus to enable them to better fulfill the educational role incumbent upon them in the modern world."

– Baron Pierre de Coubertin

Education is intrinsic to the Olympic Movement. SOCOG and the AOC developed one of the most innovative Olympic education programmes ever, managing to touch every school child in Australia. Olympic sponsors provided great support for Olympic educational programmes, teaching Olympic values and heritage while demonstrating their corporate commitment to youth and society.

Visa Olympics of the Imagination challenged school children to create original artwork that interpreted the Olympic motto, "Citius, Altius, Fortius". Visa Olympics of the Imagination attracted more than 400,000 applications from children worldwide and enabled 36 contest winners from 25 countries to attend the Sydney 2000 Olympic Games.

The Visa Olympics of the Imagination programme received hundreds of thousands of applications from around the world. Contest winners from 25 countries earned a trip to Sydney for the Olympic Games.

Coca-Cola Olympic Club Sydney & the POWERaDE Training Camp offered 300 teenagers from around the world the opportunity to experience the Olympic Games.

McDonald's brought more than 400 children from around the world to Sydney for the International Olympic Youth Camp. These 400 McDonald's Olympic Achievers were selected based on their exceptional records in school, sports and community service. McDonald's restaurants in 96 countries participated in the Olympic Achievers programme.

The Westpac Real Ideals programme invited more than 3 million Australian students to undertake projects that demonstrated the Olympic ideals of teamwork, goal-setting and achievement. Grand-prize-winning teams won trips to the Sydney 2000 Olympic Games. Westpac also was the presenting sponsor of such youth-oriented programmes as the 2000 National Olympic Education Programme and the 2000 Pacific School Games.

Fairfax produced three issues of *O-News*, an educational Olympic publication that was delivered to 3.5 million school children throughout Australia as part of the Olympic Educational Programme.

The Olympic Movement has also pioneered sports medicine research, and since 1996 has awarded the Olympic Prize for Sport Science, endowed by Pfizer, one of the world's leading pharmaceutical companies. At Sydney 2000, the Olympic Prize was awarded to John O. Holloszy, M.D., of the Washington University in St. Louis, Missouri (USA), for his contributions to the science of enhanced athletic performance.



McDonald's brought 400 children to Sydney from around the world to participate in the International Olympic Youth Camp.

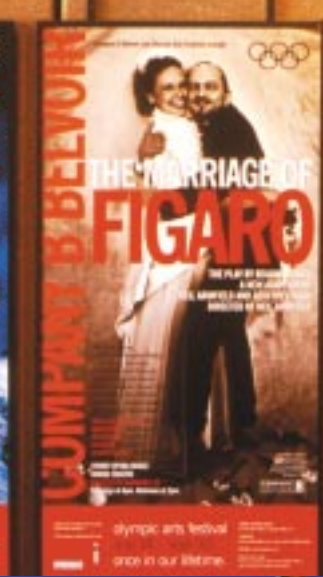


The Olympic Arts Festival

In addition to the Olympic sponsors' association with the world's greatest sporting event, the Olympic Games provide companies with the opportunity for involvement in one of the world's foremost arts festivals. The cultural dimension of the Olympic programme has grown considerably in recent years, providing Olympic sponsors with hospitality and other promotional opportunities in the art world throughout the four-year lead up to the Games.

A traditional part of the Olympic celebration, the Olympic Arts Festival in Sydney was a four-year cultural phenomenon, with a series of four themed programmes: *The Festival of the Dreaming* in 1997, *A Sea Change* in 1998, *Reaching the World* in 1999 and *Harbour of Life* in 2000. Each programme and each year featured cultural events, both indigenous and worldly, that encompassed all art forms.

Fairfax supported the Olympic Arts Festival with promotional announcements and advertisements in the *Sydney Morning Herald*. Fairfax also published souvenir programmes for the wide array of cultural events that were held over the period of four years leading up to Sydney 2000.





"All areas of execution during the Games have been outstanding — and this goes hand-in-hand with the wonderful friendliness and efficiency of the Sydney 2000 volunteers."

— Susan Rosenberg, Public Relations Manager,
UPS

Volunteer 2000

Heralded as one of the greatest successes of Sydney 2000, or any Olympic Games in history, the Volunteer 2000 programme was supported by Olympic partners who helped to increase awareness of the programme, to build the spirit of volunteerism and to provide necessities to the corps more of than 45,000 volunteers.

Volunteers outfitted in Bonds apparel took on a hero-like status during the Games, as the athletes and spectators came to know and recognise the volunteers' commitment to the success of the Games. The Bonds volunteer outfitting programme was acknowledged to be Australia's largest-ever peacetime outfitting effort. Fairfax provided volunteer recruiting and promotional announcements in *The Sun-Herald*. Swatch provided the Sydney 2000 Volunteers with commemorative Olympic watches.

Many Olympic sponsors, through their human resources departments, developed internal programmes to assemble and provide Sydney 2000 volunteers, providing the Games with critical support staff from the ranks of their own personnel.

Supporting the Olympic Dream

Sydney set out to stage “The Athletes’ Games”, and in turn challenged the Olympic sponsors to enhance the athletes’ Olympic experience. The Sydney 2000 Olympic Games provided Olympic partners at all levels with the opportunity to demonstrate their commitment to sport and society by providing assistance for Olympic athletes and hopefuls.

Samsung helped athletes share the Olympic experience. The Athletes Family Host 2000 programme enabled nearly 1,500 athlete family members from 123 countries to travel to Sydney and stay with local host families. The “Share the Moment Call” programme allowed athletes to phone friends and family anywhere in the world during the Games.

Ansett Australia and the Official Olympic Airline team helped Olympic athletes from around the world reach the Sydney 2000 Olympic Games — by flying them to Australia. Ansett provided passage to Sydney for thousands of Olympic athletes, coaches and officials.



84% of Sydney 2000 spectators agreed that sponsorship does help make it possible for national teams to attend the Olympic Games.



“Our aim was to support athletes and their families as well as provide ... entertaining and memorable Olympic experiences. We are delighted we have been able to contribute to the spirit and enjoyment of the Sydney 2000 Millennium Games.”

— Il-Hyung Chang, Vice President & Head of Olympic Projects, Samsung Electronics

“Without business involvement in sport and the promotion that comes with that, we’d all still be playing in our backyards.”

— Richard W. Pound, Q.C., Chairman, IOC Marketing Commission



Monique Hennigan: Olympic gold medalist and UPS employee

Westpac proudly supported the Olympic dreams of Susie O'Neill and several other Olympic medal hopefuls.

Olympic sponsors around the world develop job opportunity and career development programmes to assist Olympic athletes in their lives off the field of play. Athletes find the support and time that they need to train for the Olympic Games as well as the opportunity to develop skills and abilities outside of sport. Sponsors often find these programmes have a substantial positive impact on staff morale.

Westpac employed more than 50 Olympic and Paralympic hopefuls, assisting them in their quest to become part of Australia's Olympic team by enabling them to balance their career development with the demands of training and competition.

Monique Hennigan, a UPS employee from the United States, won gold in Sydney as part of the U.S. Women's 4 x 400-metre relay team. Through the UPS Athlete Training Assistance Programme, qualified UPS employees received time off and financial assistance to pursue their Olympic dreams. Thirty-one UPS employees received assistance throughout the programme's history.



Two out of every three Olympic athletes at Sydney 2000 indicated that Olympic marketing was their sole source of financial support for training and development.



Since 1997 the IOC has worked with members of the World Federation of Sporting Goods Industries in expanding support for athletes throughout the world and actively promoting the Olympic ideals. In Sydney, Nike stepped forward to provide the most technologically advanced sporting apparel and equipment for the Australia Olympic team and others.



THE OLYMPIC GAMES ARE THE WORLD'S PREMIER SHOWCASE FOR THE SPORTING GOODS INDUSTRY.

The Foster's Sports Foundation was established and is underwritten by Carlton and United Breweries, a Sydney 2000 sponsor and a supporter of Australia's Olympic efforts for half a century. The Foundation contributes exclusively to Olympic athletes who have never won medals before and who have no sponsorship support of their own, providing necessary funding to assist Australian Olympic hopefuls.

Cause-related marketing was a strong platform for Sydney 2000 Olympic sponsors. Bonlac and Pacific Dunlop each ran highly successful programmes where the sale of goods resulted in direct financial support for the Australian Olympic team.



Making the Olympic Games Happen

Olympic partners today bring far more than financial support to the Olympic Games. Their involvement through technology, expertise, products and personnel is fundamental to the actual staging of the Games.

Building and managing the technology infrastructure for the Sydney Games was the “largest, most complex information technology challenge in the world”, according to Tom Furey, IBM General Manager, Worldwide Olympic Technology.



IBM wrote and tested more than 13 million lines of software code before the Games began.



Nearly 6,000 IBM personnel provided technology support for the highly complex Games infrastructure.

Swatch Timing marked the moments that would be recorded in the annals of sport to the thousandth of a second.



Swatch brought to Australia more than 250 timekeeping specialists and technicians.



Swatch brought more than 300 tons of timekeeping equipment, including scoreboards, computers, cameras, photocells and starting blocks.





Kodak's technology and products provided essential services for the world's media and vital support for the medical needs of Olympic athletes. The company built and maintained the world's largest photolab in Sydney Olympic Park. Kodak also contributed its latest health imaging equipment to x-ray and diagnose athletes' injuries, allowing each athlete's personal physician to provide instant advice and care from anywhere in the world.



Kodak Health Imaging medical equipment was used to perform 1,948 diagnostic exams for 1,410 athletes. The Kodak Imaging Center in the Main Press Centre processed 6.3 million pictures for more than 1,000 accredited photographers at Sydney 2000.

Physio Sport, a Unilever brand developed in conjunction with the IOC and its Medical Commission, provided a massage centre in the Olympic Village offering sports services for athletes. Physio Sport is the first-ever line of bodycare products developed exclusively to meet the needs of world-class athletes. Royalties from the sale of Physio Sport products contribute to the Olympic Movement's efforts in the field of sports medicine.

Matsushita brought people closer to Olympic action by providing Panasonic large screens for Stadium Australia and nine other competition venues, as well as for six Olympic Live sites throughout the city of Sydney.



The Telstra Millennium Network consisted of more than 4,800 kilometres of optical fibre and provided approximately 30,000 new phone and fax lines for the Olympic Village and Media Centre. It also had the capacity for more than 15,000 mobile phones for Olympic media and officials, 280 video links, 3,200 audio links, 250 data links for timing and scorekeeping, and 60 private cable TV channels that provided live feeds to the IBC and the Olympic venues.

BHP provided more than 130,000 tons of steel for the construction of Sydney 2000 Olympic Games venues, facilities and infrastructure. BHP's Cannington Mine also provided more than a ton of silver for the Games.



86% of Olympic athletes at Sydney 2000 believed that sponsorship contributes greatly to the staging of the Olympic Games. 80% of Sydney 2000 spectators believed that sponsorship contributes greatly to the staging of a successful Olympic Games.

"Milestones in technology are falling like world records during the 2000 Olympic Games. Cutting-edge advances in Internet publishing, telecommunications, material sciences and medicine all are on display in Sydney, allowing the Games themselves to go higher, faster and stronger than ever before. Advance technology is so embedded in Olympic culture, in fact, that the event would die without it."

— The Salt Lake Tribune (United States)

Bringing the Olympic Games to the World

Olympic sponsors play a critical role in promoting the Games around the world, bringing people closer to the Olympic experience and assisting the Olympic Movement in communicating its core messages. Through programmes, events and promotions, Olympic sponsors help to enhance the Olympic experience for people around the world.

At Sydney 2000, Olympic sponsors shared the spirit of Olympism and brought the Olympic Games to the people of the world through innovative and exciting programmes.

Coca-Cola Redfest brought 90,000 spectators throughout Australia closer to the action at the Sydney 2000 Opening Ceremony, as the company hosted public gatherings in all five Australian state capitals to commemorate the event. Coca-Cola Radio helped to bring the Games to thousands of listeners in 13 countries.

Telstra's Hero-Fax programme was immensely popular during Sydney 2000, allowing fans to send faxes of congratulations and support to their favourite Australian Olympic athletes.



"We are pleased that our programmes — from Coca-Cola Radio, with 58 participating stations from 13 countries, to the Coca-Cola Olympic Pin Trading Center ... continue to resonate with consumers and enrich their Olympic Games experiences."

— Peter Franklin, Director of Olympic Management, The Coca-Cola Company



IBM FanMail enabled fans from 199 countries to send more than 371,000 messages of congratulations to their favourite Olympic athletes and teams. At the IBM Surf Shack at Darling Harbour, more than 78,000 visitors and Olympic fans surfed the Internet and browsed through 4,237 home pages created by Olympic athletes with help from IBM.

Launched in June 1997 and spanning more than twenty Australian cities in six months, the Olympic Journey was a travelling museum of Olympic Games history and memorabilia. The Olympic Journey was presented by Team Millennium Olympic Partners Westfield and Westpac, and supported by AMP, IBM, Coca-Cola and others. The Olympic Journey attracted fifteen to twenty thousand visitors to each parade and exhibition.

Westfield Shoppingtowns located throughout Australia provided local communities with opportunities to share in the spirit of the Olympic Games, with special Torch Relay changeover events in five states. Westfield also provided communities with Sydney 2000 information desks and trained its own customer service representatives to provide news regarding the Games.



Kodak brought their latest digital imaging technology to the Games, allowing sports fans, athletes and media to transmit photographic images around the world. Kodak Picture Planet in Sydney Olympic Park attracted thousands of spectators and allowed them to send electronic postcards and to experience the latest imaging technology firsthand.

The Business of Olympic Sponsorship

"At the end of the day, what sponsors receive from an official affiliation depends on how well they leverage it."

— *New York Times (United States)*

THE OLYMPIC GAMES IS THE WORLD'S GREATEST MARKETING PLATFORM, OFFERING UNMATCHED OPPORTUNITIES FOR corporate enhancement. There are innumerable opportunities for companies to participate in the Olympic Games, to connect with the people of the world, and to align their brands with the Olympic Image. An opportunity, however, is nothing unless it is fulfilled.

Partnership with the Olympic Movement is ultimately a business investment. Olympic sponsors have many diverse reasons for investing in the Olympic Movement, but Olympic partnership is only a sound business decision if sponsors meet their corporate objectives.

Sydney 2000 was an exercise in sport sponsorship at its best. The full scope of sponsorship was engaged, and the business of sponsorship thrived. From the TOP Partners to the domestic Sydney 2000 sponsors, from corporate world leaders to growing Australian companies, Olympic partners built upon the Olympic Games platform to ensure that the partnership delivered a strong return on the investment.

"We leverage our Olympic sponsorship in lots of different ways that differentiate and enhance our brand. We use it in a way that helps us build relationships with key clients and people who sell our products. We use it in a way to motivate our people to sell product, and we use it in a way that motivates and makes our employees feel better about the company. For all those reasons and all those ways we use it — we get a return on our investment."

— *Steve Burgay, Senior Vice President, Corporate Communications, John Hancock*



Brand Enhancement

The Olympic values of honour, integrity, determination and commitment to excellence are qualities that many sponsors share with the Olympic Movement. The Games also possess attributes that reflect well upon Olympic sponsors and project a positive image to the world: dignified, worldly, global, modern, multicultural, dynamic. The Olympic Games give voice to sponsors who seek to communicate these values more effectively.

"There is not a person on our planet that cannot identify with the Olympic Games and what it stands for. The Olympic Games is the celebration of what life is truly supposed to be about — a celebration of humanity. There is not a company in the world that does not want to identify its very character and products in that light."

— Mark Dowley, President, Marketing Communications Group of Companies, McCann Erickson WorldGroup

"We're now looking very seriously at taking the Bonds brand to be an international brand as a result of being in the Olympics."

— Kelvin Aldred, Corporate Manager, Marketing & Olympic Programmes, Pacific Dunlop

"We use the Olympics across our entire marketing mix. We're a company that markets very heavily the brand — we are able to borrow the Olympic brand's attributes. We're a company that is global in nature. We're worldwide, yet we're local — and that's what the Olympics brings."

— Tom Shepherd, Senior Vice President, Marketing Partnerships & Sponsorship, Visa International

"As [Senior Vice President, Corporate Communications, Steve] Burgay of John Hancock puts it, 'People love to touch the magic of the Olympic rings'."

— The Chicago Tribune

Showcasing Products and Services: Partnership on the World's Stage

The Olympic Games is staged upon an immense and complex infrastructure, and as such the Games present an unrivaled business opportunity. The greatest event in the world is staged under the watchful eyes of the entire business community, thousands of media, millions of consumers on-site and billions more around the world.

The Olympic Games is unmatched in its showcasing opportunities. There is no better platform on which a company can demonstrate its products, services, expertise, know-how and personnel. By delivering products and services under the most testing of circumstances in the global spotlight, each Sydney 2000 sponsor proved it could deliver and generated new opportunities to grow its business.

IBM demonstrated its global technology leadership at the Sydney 2000 Olympic Games by building and managing the Games' information technology infrastructure. More than 78,000 people also explored IBM's involvement and support for Sydney 2000 through IBM's Olympic technology showcase the IBM Surf Shack in Darling Harbour, and another 40,000 people experienced the travelling IBM technology showcase that followed the Torch Relay throughout Australia.



"The Olympic Games have been an unmatched marketing platform for showcasing IBM technology on a global stage."

*— Eli Primrose-Smith, Vice President,
Worldwide Olympic and Sports
Sponsorships, IBM*



"[The Olympic Games] gives Xerox a chance to showcase our technology in front of a world body, and it also gives us a chance to showcase our people and our services and the solutions that we can bring to the world's premier sporting event."

— Terry Dillman, Manager, Worldwide Olympic Marketing, Xerox

Olympic Rendezvous @ Samsung in Sydney Olympic Park played host to approximately 1.1 million visitors who came to enjoy the entertainment and to experience Samsung's mobile digital showcase. Athletes and visitors also made more than 42,000 free telephone calls to friends and family through the Samsung "Share The Moment Call" programme.



63% of corporate guests at Sydney 2000 believed that the Olympic Games is a good place to showcase sponsor products and technology.

"Sponsorship of the Sydney 2000 Olympic Games as Worldwide Partner has proved to be a powerful marketing tool for Samsung. Through our programmes we demonstrated our leadership in wireless communications technology globally, and leveraged our key business strategies for the twenty-first century."

— Il-Hyung Chang, Vice President & Head of Olympic Projects, Samsung Electronics

The Corporate Olympic Spirit

Olympic partnership provides a powerful platform for motivating personnel and inspiring corporate morale.

John Hancock's worldwide Olympic sponsorship offers the company's 200,000 selling partners a chance to feel the excitement of the Games and to bring the Olympic spirit to their communities. John Hancock has developed a tradition of grass-roots, community-oriented initiatives, such as hosting appearances and speaking engagements with Olympic athletes. Through such initiatives, John Hancock works with the company's most effective selling partners and is able to enhance the image of John Hancock within local communities.

McDonald's rewarded top personnel with the opportunity to represent the company at the Olympic Games. Nineteen countries representing close to 63 percent of McDonald's restaurants sent 600 international crew members to Australia to work at the Games. The programme set goals for McDonald's employees, enhanced corporate morale and helped to affirm McDonald's association with the Games within the minds of the local public throughout Australia.





Westpac selected 400 employees as volunteers for the Sydney 2000 Olympic Games, based on those employees' strong track records of volunteering in their local communities. Another 250 employees worked at special Olympic branch offices of Westpac.

Telstra created Olympic advertisements that focused on the efforts and achievements of its personnel in providing telecommunications for the Sydney 2000 Olympic Games.

"We have shared in the pursuit of excellence, the joy of competition, the realisation of dreams and above all the celebration of life ... I am proud of the role that Telstra has played."

— Ziggy Switkowski, Chief Executive Officer, Telstra

One of the major objectives of Adecco's Olympic Games sponsorship was to increase pride within their corporate staff by involving all employees in Olympic business. The staffing services agency used the Olympic Games to enhance corporate morale and share the spirit of the Games through the 100 Day Countdown programme, an on-line daily countdown that provided Torch Relay updates, news about Adecco Olympic activities, as well as interactive Olympic-related contests and trivia quizzes.

"It galvanises the morale of the company, gives us something to pull together as a team."

— Terry Dillman, Manager, Worldwide Olympic Marketing, Xerox

Olympic Business Results

"We increased the valuable customer base by something like 25 percent over that period. We worked on various customer groups and saw the penetration of that customer group with products increased by 40 percent."

— Paul Batchelor, Chief Executive Officer, AMP Ltd.

Olympic partnership provides clear business results through enhanced business-to-business opportunities, making direct contact with consumers and increasing activity in the marketplace.

Olympic sponsorship has been a highly effective vehicle for companies that seek to target and tap into a particular market in a specific geographical locale. Domestic Olympic Games sponsors used the Sydney 2000 to establish or reaffirm their positions of prominence within their home country of Australia. Worldwide sponsors maximised this unmatched opportunity to push products and services into key local markets around the world.

Xerox has announced 20 percent growth in Australia in 2000 as a result of Olympic sponsorship, double the company's normal business growth in the country.



In Sydney Olympic Park, McDonald's high customer volume during the time of the Games resulted in an average serving time of 30 seconds per customer. Over an 18-day period, 1.2 million McDonald's meals were served at venues in Sydney Olympic Park alone.

"McDonald's is one of the truly global brands and I think people expect us to be there ... On top of that, what company would not want to be associated with the Olympic ideals of fair play, integrity and purity?"

— James Cantalupo, President and Vice Chairman, McDonald's



Coca-Cola sold more than 10 million drinks on-site at the Sydney 2000 Olympic Games.

"There are a number of benchmarks that we use to gauge the success of our involvement in the Olympic Games. Everything from the number of local countries that develop and execute Olympic-related marketing programmes, to the results that we see on our business sheets. Have sales gone up? Are we getting extra marketplace activity? Those are really the key indicators of success."

— Chuck Fruit, Vice President and Marketing Chief of Staff, The Coca-Cola Company

Samsung's Olympic sponsorship garnered the company a 5 percent increase in unaided awareness of the company's wireless telecommunications business; a 3 percent increase in positive consumer opinion of the Samsung brand; and a significant increase in wireless sales.

Southcorp Wines used the Olympic Games build the brand at home and abroad, and to open new international markets. Southcorp announced that the Lindemans brand grew 32 percent in Australia and 74 percent worldwide as a result of Olympic sponsorship. The Lindemans Olympic Road Show hit every major city in Australia, communicating how retailers could reap benefits from Lindemans' Olympic partnership. The Lindemans Wine Bar in Sydney Olympic Park enhanced the Lindemans brand, generated sales and sparked media interest.

At Sydney 2000, Visa International achieved new highs in its 14-year Olympic partnership, with record volumes of card payments of nearly US\$14 million at Olympic venues from 294,610 transactions in 17 days.

"Through our Bonds business we will generate in excess of 50 million dollars worth of incremental business."

— Kelvin Aldred, Corporate Manager, Marketing & Olympic Programmes, Pacific Dunlop

A Global Marketing Platform

As an event that commands the focus of the media and the attention of the entire world for 17 consecutive days, the Olympic Games are the most effective international corporate marketing platform in the world, reaching billions of people in more than 220 countries throughout the world. The Olympic Games imagery and values communicate unequivocally across national, linguistic and cultural borders. As an integral part of the Games, an Olympic sponsor is granted the unparalleled opportunity of assuming a prominent position on the global Olympic platform, sharing the spotlight and speaking to every corner of the globe.

Visa aggressively promoted Sydney and Australia to a worldwide audience over the past three years, using 'Australia Prefers Visa' as its advertising platform. Overseas Visa cardholder spending in Australia grew 23 percent year on year to a record US\$1.55 billion in 1999, an impressive rebound from the Asian economic crisis.

The media attention generated by the Olympic Games cannot be matched. Samsung has reported that the company's Olympic marketing activity generated a total of 1,642 media stories in print and television throughout the world.

McDonald's restaurants around the world were united by the Olympic spirit in 2000, as the company made significant use of the Games in promotions and advertisements. Over 98 percent of McDonald's restaurants ran Olympic-themed promotions, in-store programmes, brand advertising and programmes co-ordinated with local Olympians. McDonald's restaurants in 24 countries launched image-related brand advertising campaigns to promote McDonald's involvement in the Olympic Games.

Sports Illustrated/Time, Inc. published the official Sydney 2000 Olympic Games souvenir programme and distributed 280,000 copies globally.



The World's Premier Corporate Hospitality Opportunity

The Sydney 2000 Olympic Games developed the largest corporate hospitality programme ever, which offered unparalleled hospitality and entertainment for Olympic marketing partners. Leaders of most Fortune 500 companies travelled to Sydney in September, comprising part of the 50,000 corporate guests — more than ever before — who were entertained at the Olympic Games.



Hospitality programmes have increasingly become major components of Olympic marketing, as partners use their hospitality resources to maintain or increase revenue, to strengthen customer relationships, or to reward key employees. Olympic sponsors believed the Sydney 2000 Olympic hospitality and entertainment programme to be a great success that yielded substantial return on the partnership investment while providing once-in-a-lifetime opportunities.



Olympic partnership also helps to build mutually beneficial business relationships and alliances. By entering into the Olympic sponsorship family, a company opens doors to networking within the business community where previously no door had even existed, allowing growing brands a chance to place themselves in good company with national and global business leaders.



The IOC's Olympic Marketing Clubs in the Millennium Marquee and at the Quay Restaurant on Sydney Harbour offered distinctive atmospheres, from relaxed to refined. The club was designed as sports club for business leaders to interact.



92% of corporate guests stated that Olympic Games sponsorship had a significant positive impact on a company's image.



78% of corporate guests stated that Olympic Games sponsorship had a significant positive impact on corporate sales.



84% of corporate guests thought that the Olympic Games hospitality provided a valuable opportunity for corporate networking.

"Our guests have repeatedly described the Sydney 2000 experience as the event of a lifetime."

— Susan Rosenberg, Public Relations Manager, UPS

"Australians can now allow themselves the quiet satisfaction of knowing that they have thrown the best party on the planet."

— Time Magazine

Olympic Family Support

TO ASSIST OLYMPIC PARTNERS IN ACTIVATING OLYMPIC MARKETING PROGRAMMES, THE IOC AND SYDNEY ORGANISERS developed one of the most comprehensive global marketing support programmes ever established for a sports event.

Workshops

The Olympic Family conducted a series of marketing workshops for Olympic partners in the four years leading up to the Games, dealing with such issues as Olympic Games operations, hospitality, promotions, public relations and market research. Marketing workshops were also staged for NOCs to assist in developing strong partnerships with the corporate world.

Dedicated Account Managers

SOCOG, the IOC and its marketing representative, Meridian Management, established dedicated teams of account managers to service the needs of Olympic sponsors on a year-round, continuing basis, with help in activating Olympic marketing programmes and resolving partnership issues.

The Olympic Marketing Extranet

The Olympic Marketing Extranet is an interactive, on-line communication resource for Olympic marketing partners, with a comprehensive Olympic research database, daily operational updates and the first-ever on-line approvals system for a sports event. The Olympic Marketing Extranet provides partners and their agencies with real-time access to resources that assist in the activation of Olympic marketing initiatives.

OTAB

The Olympic Television Archive Bureau (OTAB) co-ordinates the management of the historical moving image archive of the Olympic Movement and special Olympic broadcast programming. OTAB, managed by Trans World International, makes Olympic Games video material available to Olympic marketing partners for advertising, promotions and internal purposes. With more than 25,000 hours of coverage, the Olympic archive is the most comprehensive sporting library in the world.



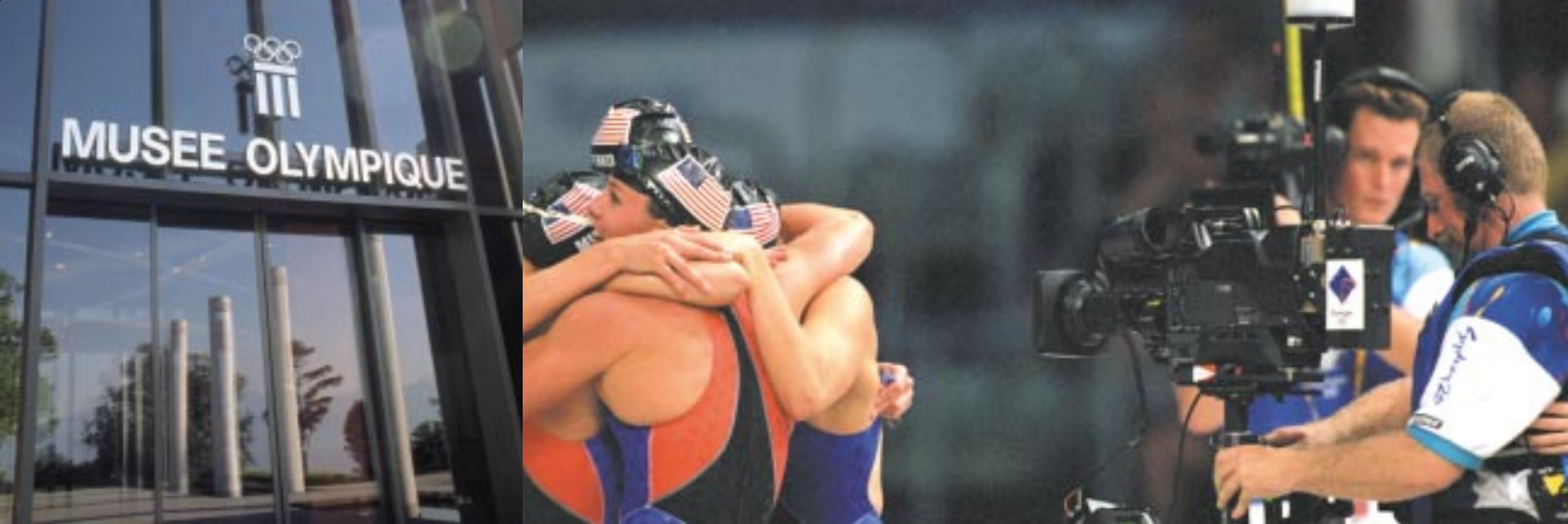
Olympic Marketing Manuals

The IOC Marketing Department has produced a series of operational manuals to provide guidelines and assistance in programme development, and to maintain quality control in Olympic marketing. These manuals include the *IOC Graphic Standards Manual*, the *Olympic Marketing Ambush Prevention & Clean Venue Guidelines*, the *Olympic Broadcast Marketing Handbook*, the *Olympic Marketing Guide for National Olympic Committees*, and the *Olympic Marketing Hospitality Guide*.



OPAB

The Olympic Photographic Archive Bureau, developed and maintained by the IOC in partnership with Allsport, the world's premier sports photography organisation, contains a library of more than 6 million images dating back to the first modern Olympic Games in 1896. The archive is available to Olympic partners for advertising, promotions and internal purposes.



The Olympic Museum

The Olympic Museum in Lausanne is a vital resource for Olympic partners. The facility provides partners with information and venue facilities that can help bring partners in touch with the Olympic Games. Partners have used the Olympic Museum for product launches, global marketing conferences and corporate board meetings.

Olympic Games Film Crews

Through the Sydney Olympic Broadcast Organisation, the host broadcaster, the IOC provided partners with dedicated camera crews that worked on-site at the Olympic Games to document the Olympic partners' participation in and contributions to the staging of the Olympic Games for the creation of in-house and corporate videos.

Research

Since 1984 the IOC has commissioned extensive Olympic marketing research projects on Olympic sponsorship, the Olympic Image, Olympic broadcasting and other marketing-related issues. An extensive database of research results is available to all Olympic marketing partners. The IOC conducted an extensive research programme at Sydney 2000, working with leading research companies Sports Marketing Surveys, Ipsos Reid and Harris Interactive.

The Sydney 2000 Partner Recognition Programme

THE OLYMPIC FAMILY ESTABLISHED A NEW STANDARD FOR PARTNER RECOGNITION at Sydney 2000, with new initiatives and an increased effort to raise awareness of the contributions made by Olympic partners.

Signs of Partnership: Sponsor Presence

More than 8,000 banners lined the streets of Sydney, adding to the city's festive atmosphere and providing concentrated penetration of partner logos in strategic locations throughout Sydney and in Sydney Olympic Park. The banners featured the logos of TOP Partners and the Team Millennium Olympic Partners, paying tribute to the sponsors that made the Games possible.

Sydney 2000 partner recognition obelisks greeted Olympic spectators, Sydney visitors, Olympic athletes, media and broadcasters at 207 locations in Sydney Olympic Park, the Athletes' Village and the city of Sydney. The structures incorporated the Look of the Sydney 2000 Games, the logos of Olympic partners and a message of appreciation. Video recognition of the contributions of the Olympic partners was shown on large screens in the Sydney 2000 sporting venues before Olympic competitions.



“Every two years the world comes together for an extraordinary event called the Olympic Games. ... These moments belong to us all and are made possible, in part, with the help of our Worldwide Corporate Partners. Not only do these companies understand the importance of the Olympic Movement, but they have provided food, shelter, training facilities and more to the world’s athletes. We thank them for their dedication and ask the world to return the favour by supporting the companies that advance the spirit of the Olympics.”

—From “Celebrate Humanity”

Media

For the first time at the Olympic Games, a Marketing Media Office was established at the Main Press Centre in Sydney to provide the Olympic partners with a facility to maximise media relations and public relations opportunities before and during the Games.

The IOC produced a special advertising section for *Fortune* (International) magazine titled “Olympic Marketing: Striking a balance between business and sport”. The piece focused on the role of marketing in the Olympic Games, the value of Olympic partnership and the financing of the Olympic Movement. The “Celebrate Humanity” creative was extended to identify the TOP Partners and to recognise their contributions to the Olympic Movement.

Sydney undertook an advertising campaign to raise awareness of the Team Millennium Olympic Partners and to encourage the public and the media to support “The Team Behind the Dream”. *The Olympic Report*, a daily Games-time publication of the IOC, recorded and summarised media focus on Olympic sponsorship and marketing issues.

Sydney 2000 Men's 200-metre gold medalist Michael Johnson was featured on an electronic partner recognition postcard. His message was sent to TOP Partner employees around the world: "The Worldwide Olympic Partners are an important part of every Olympic team. On behalf of Olympic athletes from around the world, I'd like to thank you for your support."



Promotions & Initiatives

Olympic Good Sports was an interactive promotional programme for the public, the media and the Olympic Family that helped increase awareness of the Olympic partners' contributions to the Games. Good Sports, a first at the Olympic Games, offered chances to win sponsor products via 2.4 million Good Sports prize cards distributed through media partners and throughout Games venues.

Sydney 2000 Olympic Games tickets carried partner recognition.

Electronic postcards featuring memorable images from Sydney 2000 were sent to more than 1 million TOP Partner employees around the world via their corporate e-mail systems. The postcards carried messages from Olympians and other figures central to the Games, expressing appreciation for the employees' daily efforts and contributions to the Games.

The IOC produced 300,000 limited-edition partner recognition postcards. The postcard series depicted special moments from the Sydney 2000 Olympic Games and placed the logos of the Worldwide Olympic Partners in the hands of people all over the world.



SYDNEY 2000
OLYMPIC LICENSING

Sydney 2000 Olympic Licensing Overview

SYDNEY 2000 LICENSING ACTED AS CREATIVE AND PRO-ACTIVE CUSTODIANS OF THE OLYMPIC BRAND, AND SERVED AS a visual window to the Games that inspired consumers. Sydney developed a comprehensive and cohesive merchandise range and established one of the highest-quality licensing programmes ever developed for the Olympic Games. The Sydney 2000 licensing programme remained true to the Olympic ideals and was designed to complement the Olympic Movement's dedication to protecting the natural environment.



SYDNEY 2000 OLYMPIC LICENSING: ONE OF THE MOST SUCCESSFUL OLYMPIC LICENSING PROGRAMMES EVER.

Approximately 100 licensees produced more than 3,000 different product lines that were then sold in more than 2,000 retail outlets across Australia. Sydney emphasised quality Olympic merchandise, while also ensuring that souvenirs of various kinds were affordable to all people.

The Sydney 2000 licensing programme generated nearly US\$500 million in retail sales of Olympic merchandise, becoming a retail phenomenon by the time of the Games and one of the most powerful brands in the Australian marketplace.



Enough Sydney 2000 Olympic pins were sold in Australia to provide every household in Australia with a collection of eight pins.



Sales of Sydney 2000 Olympic merchandise followed hand-in-hand with the success of the Olympic Games. Throngs of visitors waited outside the Superstore for a chance to bring home a piece of the Games.

Royalties generated more than US\$52 million in direct revenue, surpassing Sydney's Bid projection of US\$33 million by more than 55 percent. This is an unprecedented Olympic Games licensing revenue total, considering the population of the host country. Sydney 2000 licensed merchandise generated royalty revenue of approximately US\$2.50 (US\$30 at retail) from every man, woman and child in Australia — a great achievement compared to the previous Games, which delivered 32 cents for every person in the host country.



An average of 45,000 customers per day passed through the doors of the Superstore in Sydney Olympic Park. The Superstore surpassed its budget of US\$7 million by Day 9 of the Games.

The Sydney licensing programme achieved three further goals of emphasising quality over quantity, showcasing Australian companies and reaching out to children. High-end items of Waterford crystal and Wedgwood china topped the full range of affordable, high-quality Sydney 2000 merchandise. Aussie products, styles and fashions were highlighted throughout the Sydney 2000 product range. Colourful souvenirs provided children with a piece of Olympic history.

SYDNEY 2000



Olympic Licensing Innovations

Sydney 2000 brought innovations in retailing and product design to Olympic licensing. The Olympic Stores were established and managed in partnership with Nuance, a duty-free retailer, in Sydney Olympic Park, throughout the city of Sydney and in major airports throughout Australia. For the first time, athletes such as Olympic gold medalist Nova Peris-Kneebone designed merchandise such as special Olympic coins and Swatch timepieces.

Technology was instrumental in enhancing the Sydney 2000 licensing programme. Sydney 2000 merchandise was coded with the DNA of renowned Olympic athletes to ensure the authenticity of Olympic merchandise. On-line retailing was available for the first time at Sydney 2000, as consumers from around the world were able to access The Olympic Store On-line through Olympics.com, the official Sydney 2000 web site.

Sponsors and Olympic Licensing

Many Olympic sponsors worked with official Sydney 2000 licensees to develop a range of Olympic premiums for employees, key customers and consumer promotions. The most popular premium is the Olympic pin, which has built up an avid collector base and has become a tradition at the Olympic Games.

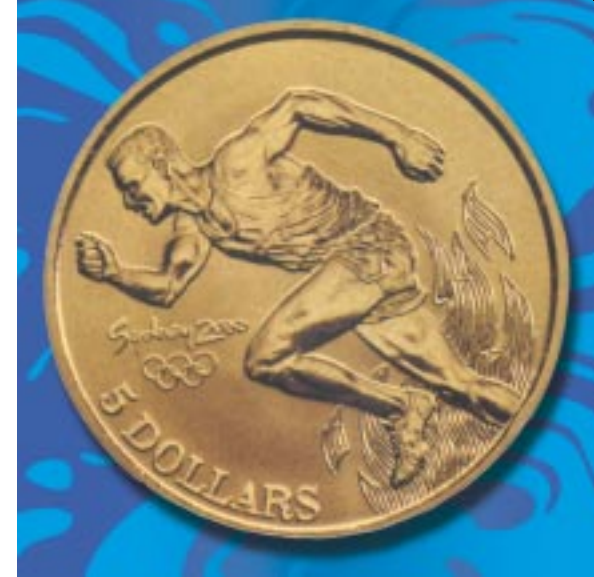
Two Olympic video products from Sydney 2000 are having great success. *The Dream with Roy and H.G.*, a two-volume videocassette release of the Seven Network's late-night Games-time programme, "The Dream", the highest-ever rated late-night show in Australia,

is fast becoming the best-selling home video in Australia. Sydney 2000, an IOC-licensed video game, was one of the best-selling video games worldwide in any genre in 2000.

Olympic Stamps and Coins

The Sydney 2000 Olympic Games saw the continuation of a successful tradition in Olympic philatelic programmes, which dates back to 1896. In Australia, more than 10 million commemorative Olympic stamps were sold during the course of the Olympic Games. For the first time, the host country issued special stamps honouring each Australian gold medalist the day after competition. More than 48 million stamps and first day covers were produced, becoming one of the most popular collectible items at the Games. The gold medal stamp bearing the image of Cathy Freeman sold out within two hours of issue.

The highly successful Sydney 2000 Olympic coin programme was one of the most exciting Olympic coin programmes ever developed. The collection consisted of 52 legal tender coins in gold, silver and bronze, which sold more than 5.5 million coins [207,000 gold coins; 980,000 silver coins; 4.4 million bronze coins; 17,000 kilo silver coins]. Sydney 2000 Olympic coins were sold in 50 countries. For the first time ever, Olympic coins were produced in colour.



THE IMPACT OF THE OLYMPIC GAMES





The Impact on Australia's Image and Economy

THE SYDNEY 2000 OLYMPIC GAMES HAVE HAD AND WILL CONTINUE TO HAVE A PROFOUND POSITIVE IMPACT ON AUSTRALIA. The positive image of the Olympic Games has proved to be the perfect complement for the image of Australia as a thriving multicultural nation, and Sydney 2000 has helped to promote and enhance every aspect of the image of Australia throughout the world. The intense global media coverage of the Games has helped to spotlight Australian business, culture and society to the rest of the world. Australia's national economy will be stimulated more by the Olympic Games than by any single event in history, generating a new influx of trade, business and tourism throughout the continent.

"The media coverage will add depth and dimension to Australia's image by looking at every aspect of our lifestyle and culture, including travel, the arts, business, entertainment and cuisine. The unrivaled exposure we receive on television, radio, print and on the Internet will change forever the way the rest of the world sees us."

— John Morse, Managing Director, Australian Tourist Commission



THE GAMES ARE FORECAST TO BE RESPONSIBLE FOR ATTRACTING AN ADDITIONAL 1.74 MILLION VISITORS TO AUSTRALIA, GENERATING MORE THAN US\$3.5 BILLION FOREIGN EXCHANGE EARNINGS BETWEEN 1997 AND 2004.



IN THE THREE MONTHS AFTER THE GAMES, VISITOR ARRIVALS TO AUSTRALIA INCREASED BY 15 PERCENT OVER THE SAME QUARTER FOR THE PREVIOUS YEAR, CREATING AN ADDITIONAL US\$320 MILLION IN FOREIGN EXCHANGE EARNINGS FOR AUSTRALIA.



The Emotional Impact of Sydney 2000

THE SYDNEY 2000 OLYMPIC GAMES GENERATED STRONG AND POSITIVE EMOTIONAL reactions from the Olympic athletes, the media, the people of Australia and the people of the world.

More than the records and the rivalries, more than the sights and sounds and statistics, Sydney 2000 will live on in the profound emotional effect that the Games had on all who shared in the experience.



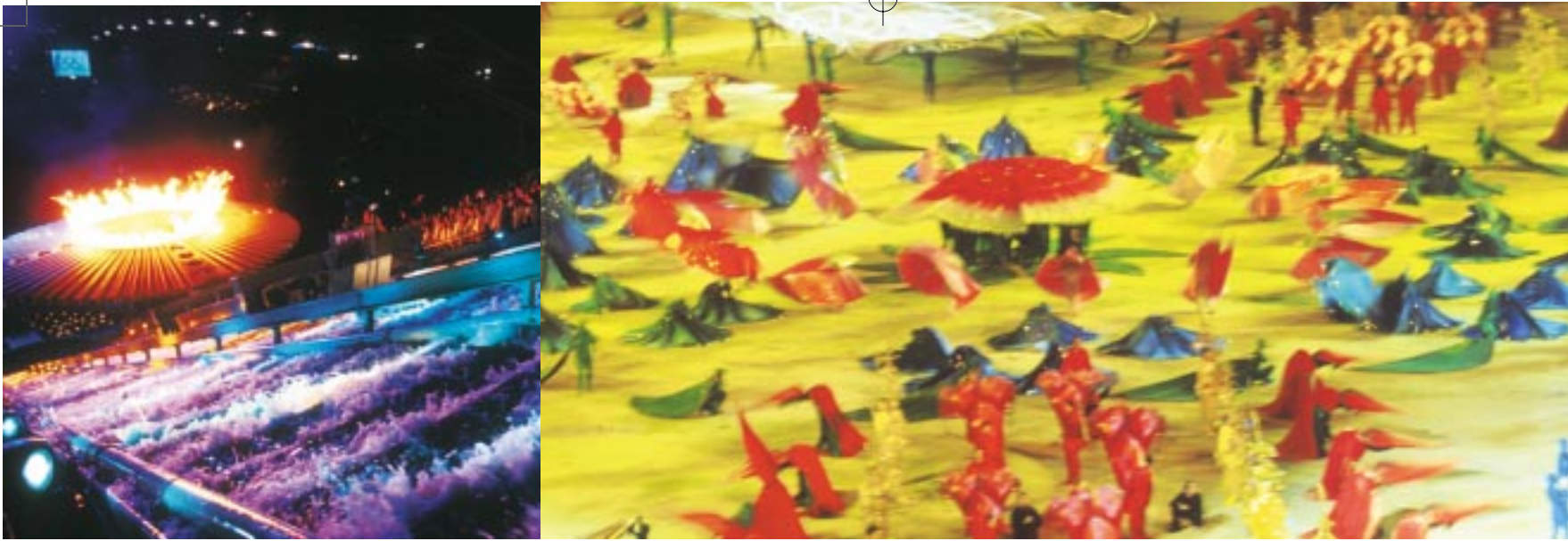
Euphoria, a word appropriately of Greek origin, is the only word that can describe the elation that accompanied the Sydney 2000 Olympic Games. A crescendo of excitement began with the Torch Relay. The passing of the Olympic flame gave Australians a deeper understanding of their role in bringing forth an ancient and worldwide tradition and of their place in the glorious history of the Olympic Games.

"The Olympic flame hit Sydney yesterday and Sydney went wild. A million people took to the streets to give a raucous welcome to the morsel of fire that has traveled halfway around the world and will ignite the cauldron in the Olympic stadium today, signaling that the 2000 Games have finally begun. ... Over the past week the atmosphere has been positively electric and yesterday, as the arrival of the Olympic flame made concrete the dream, Sydney dissolved into one gigantic street party. On a gorgeous spring day, they lined the route of the torch relay: office workers, tourists, children with painted faces. They hung out of balconies and climbed up lampposts. They danced, sang, cheered themselves hoarse. They waved Australian flags, thousands of them. They brought the city to a standstill for hours, and no one minded a bit."

— *The Independent* (United Kingdom)

"Seeing the enjoyment of what this has given the people of Australia and the people of the world, this is going to be the turning point of the Olympics. This brings the spirit of everyone together... it is something I'll take with me for the rest of my life."

— Greg Norman, professional golfer, on the experience of carrying the Olympic flame across the Harbour Bridge in the Sydney 2000 Torch Relay



The Sydney 2000 Opening Ceremony brought to an end so much anticipation, and brought about more national pride for all Australians. Stadium Australia was packed to the rafters, and crowds thronged at Olympics Live sites throughout Sydney. The power and significance of the Sydney 2000 Opening Ceremony resonated in all corners of the globe, and the broadcast of the Ceremony now stands as the most-watched event in the history of television.

"The party got going and is as beautiful as was promised seven years ago ... with a splendid sun and a contagious human warmth ... with a festive atmosphere at the threshold of the third millennium."

— *Excelsior (Mexico)*

"The Australian energy ended up contagious in every manner. ... The public was enthusiastic and respectful, happy to take part in the most important sporting event on the planet."

— *El Pais (Spain)*

"The greatest asset of these Games is its people, who have given and invested in an event that the entire country calls its own."

— *El Mundo Deportivo (Spain)*

From beginning to end the Sydney 2000 Olympic Games was a narrative of the athletes' dedication, struggle, heartache and achievement. These Athletes' Games triggered a profound emotional response in us all. The athletes touched us with their inspiring performances, with the fulfillment of their Olympic dreams and with the joy they found in effort and participation.

"Long after the Australian wild flowers which were given to the medalists have died, our memories of being part of the greatest Olympics yet seen will endure, sweet concord to a world which has reflected upon itself for 17 days and declared the experience joyful."

— The Sydney Morning Herald (Australia)

"It's not all about competition. It's also about respecting all cultures and languages of the world."

— A male Olympic spectator from Mauritius





A River of Lightning illuminated the sky as the Closing Ceremony came to an end, and fireworks trailed like a comet from above Stadium Australia to the Harbour Bridge.

"Sydney's Games restored faith in the Olympic ideals."

— *Time Magazine (United States)*

"Hope kindled for a brave new world."

— *The Independant (United Kingdom)*



"...an enormous sensation that feels like a thousand things — in particular, peace." — Clarin (Argentina)

ACKNOWLEDGEMENTS





THE
OLYMPIC
BROADCAST
PARTNERS

United States	National Broadcasting Company, Inc. (NBC)
Canada	Canadian Broadcasting Corporation (CBC)
Latin America	Organizacion de la Television Iberoamericana (OTI)
Caribbean	Caribbean Broadcasting Union (CBU)
Australia	Seven Network (Seven)
New Zealand	Television New Zealand (TVNZ)
Europe	European Broadcasting Union (EBU)
Asia	Asia-Pacific Broadcasting Union (ABU)
Japan	Japan Consortium (JC)
Chinese Taipei	Chinese Taipei Sydney Pool (CTSP)
Korea	Korea Pool (KP)
Philippines	People's Television Network, Inc. (PTNI)
Middle East	Arab States Broadcasting Union (ASBU)
Africa	Union of Radio & Television Nations of Africa (URTNA)

THE
WORLDWIDE
OLYMPIC
PARTNERS



WIRELESS
COMMUNICATIONS
EQUIPMENT





THE
TEAM
MILLENNIUM
OLYMPIC
PARTNERS

THE
SYDNEY 2000
SUPPLIERS

Adecco-Lyncroft	Arthur Andersen	Bonds
Bonlac Foods	Boral	Carlton & United Breweries
Dunlop & Goodyear	Goodman Fielder	Nike
Olex Cables	Perth Mint	Radio 2UE & Affiliates
Royal Australian Mint	Shell	Streets Ice Cream
TAFE NSW	Traveland	Tyco

THE
SYDNEY 2000
PROVIDERS

Avis Australia	Berkerly Challenge Housekeeping Services	Buspak
Cadbury	Citysearch.com	Cleanevent
Clipsal	Crown Equipment	Diamond Press
Frazer-Nash	Garrett Metal Detectors	GE Medical Australia
Generale Location	George Weston Foods	Great White Shark Enterprises
Halas Dental	Hamilton Laboratories	Harley-Davidson
Hyro.com	Lifeminders.com	Lindemans Wines

Linfox	Looksmart	Mistral
Pacific Waste Management	Ramler Furniture	Rogen Australia
Saunders Design	Schenker Australia	Showpower
Sonic Healthcare	Speedo Australia	Surveyor-General's Department of NSW
Val Morgan Cinema Advertising	Visy	Waste Services NSW
Woolcott Research	Woolmark	

THE
SYDNEY 2000
PROVIDERS
CONTINUED

A.S.F. Horner	Acromat	Adidas
Anti Wave International	Backstrand	Berlei
Charles Stuart University	Dunlop Sport	Eurotramp Trampoline
Gerflor-Taraflex	Joola Tischtennis	Kookaburra Sport
Mavic SA	MIKASA	Mizuno Corporation
Molten	Mondo Pacific	Schelde International
Senoh Corporation	Technogym	Top Ten
Tuza Floats	UCS Spirit	Yonex

THE
SYDNEY 2000
SPORTS
EQUIPMENT
PROVIDERS

Ipsos-Reid Corporation

McCann-Erickson WorldGroup

Sports Marketing Surveys

Harris Interactive

The International Olympic Committee has for the past few Olympiads carried out market research with the aim of understanding attitudes and opinions towards the Olympic Games, the image of the Olympic Movement and towards sponsorship and marketing involvement. The Sydney 2000 Olympic Games produced an extensive portfolio of market research, much of which is presented in this report. Further Olympic marketing research data is available from the IOC Marketing Department.



Global Broadcast Research was conducted by Sports Marketing Surveys (SMS). Based in the UK, SMS is a leading international and independent sports research organisation. A Global TV and Audience Report was conducted with detail, in-depth surveys of 21 countries analysing commercial activity and individual sport coverage. SMS's Olympic Television Research Centre also undertook a Broadcast Infringement Study tracking worldwide TV broadcasts for infringements to code and contracts.



Games-Time Research – Conducted on-site in Sydney during the two weeks of the Olympic Games. Research was conducted face-to-face with Spectators, Corporate Guests, Athletes, Media and Chefs de Missions.



Internet Interest Study – Carried out by Harris Interactive to determine how respondents experienced the 2000 Olympic Games and to understand how the Internet has changed the way Olympic fans experience the Games.



Youth Survey Study – Harris Interactive's brief was to understand teen attitudes towards and interest in the Olympic Movement. The study was conducted over the Internet; all respondents were members of the Harris Interactive panel of over seven million co-operative respondents.



Olympic Brand / Image Tracking – The IOC commissioned an objective, third party global brand assessment in 1998 to develop a strategy to protect, build and leverage the Olympic Movement and Brand Olympic. In 2000, the brand image was again tracked, as part of Ipsos Reid's Global Express Omnibus. Interviews were conducted in 10 countries around the world with 600 interviews per country.

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PRODUCTION

PHOTOGRAPHY

FOR

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INFORMATION





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